

The ROTARIAN

AN INTERNATIONAL MAGAZINE DEVOTED TO THE ADVANCEMENT OF THE IDEAL OF SERVICE AND ITS APPLICATION TO PERSONAL, BUSINESS, COMMUNITY, AND INTERNATIONAL LIFE

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Contents for January 1934

	PAGE
VICTORS IN SPITE OF HARDSHIP <i>William Lowe Bryan</i>	5
Human progress on a perilous planet is not due to rose bowered complacency.	
THE ANARCHY IN MEN'S MINDS <i>Salvador de Madariaga</i>	6
All men are pleading for peace—yet they continue the practices that make for war.	
STEPPING STONES FOR SEAPLANES <i>Capt. Hugh Duncan Grant</i>	9
Mid-ocean landing fields would make twenty-four hour Atlantic crossings possible.	
LIQUOR CONTROL IN THE U.S.A.	
1. State Store Plan <i>Gifford Pinchot</i>	12
2. The Regulated, Licensed Retailer Plan <i>Frank J. Loesch</i>	14
CAN THE DOLLAR BE 'MANAGED'? <i>William Trufant Foster</i>	16
Some explanatory notes on the status of inflation in the United States.	
LOOKING INTO THE CUSTOMER'S HEAD <i>Donald A. Laird</i>	19
Consumer research is the newest thing in successful modern merchandising.	
'BEHOLD, THERE CAME A LEPER' <i>Alva J. Hill</i>	22
Rotarians at Iloilo (Philippine Islands) put the Community Service idea to work.	
MEET ROTARY'S PRESIDENT! <i>M. Benson Walker</i>	24
An intimate pen-picture of the man at the helm of Rotary's ship of state.	
THE NRA STARTS ACT II <i>Warner S. Hays</i>	26
A trade association executive surveys possibilities under the New Deal.	
DAYTON'S SELF-HELP PLAN <i>Frank D. Slutz</i>	28
Here's a city that is giving the unemployed an opportunity to help themselves.	
FOUR PRIZE-WINNING PICTURES <i></i>	30
The four photographs that ranked highest in THE ROTARIAN's recent contest.	

Other Features and Departments —

Frontispiece: Cuban Palms (page 4); Danger—a poem by Carley Watson Halsey (page 5); Editorial Comment (page 34); Rotary Around the World (page 37); Rotary Hourglass (page 42); Readers' Open Forum (pages 2 and 43); Views on the Capital Punishment Debate (page 46); Book Reviews and Reading Lists (page 63); Chats on Contributors (page 64).

COVER BY TONY SARG

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Photograph by John Kabel, Dayton, Ohio.

WINTER SCENE, in Cuba. . . . It was at a convention of Rotary International. A proposal called for action "in the fall." . . . "But," asked a delegate from Australia, "when is 'the fall'?" . . . "When the leaves fall." . . . "Ah," said the Australian, "if leaves fell in my country 'twould be in April."

Victors in Spite of Hardship

By William Lowe Bryan

President of Indiana University

I HAVE read tales of the Arctic winter and the Arctic night where cold assails the life of a man and the long darkness his sanity.

But there's another story, that of Stefansson who—"To the horror of native and white man alike, launched himself into the Arctic Ocean from the north coast of Alaska with one dog-sled, loaded with equipment, including tent, rifle, ammunition, clothes, and cooking utensils. Like the polar bear, he stepped from ice-field to ice-field. Like the polar bear, when he saw a seal, he stealthily lay upon his stomach and wriggled toward the seal. At seventy-five yards he killed his seal with a 30-30 bullet. Then he and his dogs could eat. The remainder of the seal was put upon the sledge and man and dogs travelled across the ice-clad sea. The orthodox mournfully predicted his death and sorrowfully reported him dead, but he came back months later hale and hearty. He reports that he never missed a meal nor lost a dog."

His book is entitled *The Friendly Arctic*.

I have read of *Darkest Africa*, where lion, leopard, serpent, tsetse fly, and cannibal make a league of death against the traveller.

But consider the case of Carl Akeley. No white man has known the African jungle better than he. He told me once of his bare-handed fight for his life against a leopard. He killed that leopard. In a later journey he was crushed almost but not quite to death by an elephant. But Akeley

There is hopeful thought for the New Year in the achievements of these three men who won in spite of overwhelming obstacles.

could never get enough of Africa. When he had recovered from one expedition he began another. He went five times. He had his wish to die there and there he is buried. Among his accomplishments is the vast Parc National Albert which he induced the King of Belgium to establish in the Congo as a sanctuary for

wild life. Akeley entitled his book not *Darkest Africa* but *Brightest Africa*.

Or take the case of Carl Eigenmann. He showed me once with laughter a super-thrilling article by some man who had travelled from Georgetown into the jungle of British Guiana. Now that was one of the journeys which Eigenmann had made into the "Green Hell." He, like Theodore Roosevelt, had spent days and nights down there unconscious from jungle fever. But not once did my friend admit that he had suffered hardship. When pressed he said his worst trouble was that he could not enjoy a fine dinner offered him by an Englishman because he was already full of crackers and cheese.

Arctic ice and jungle are not more destructive than The Depression is to its victims. But there are those who meet its worst with the high heart of Stefansson, Eigenmann, Akeley—the spirit which through a million years has kept man on the dangerous earth alive and victorious.

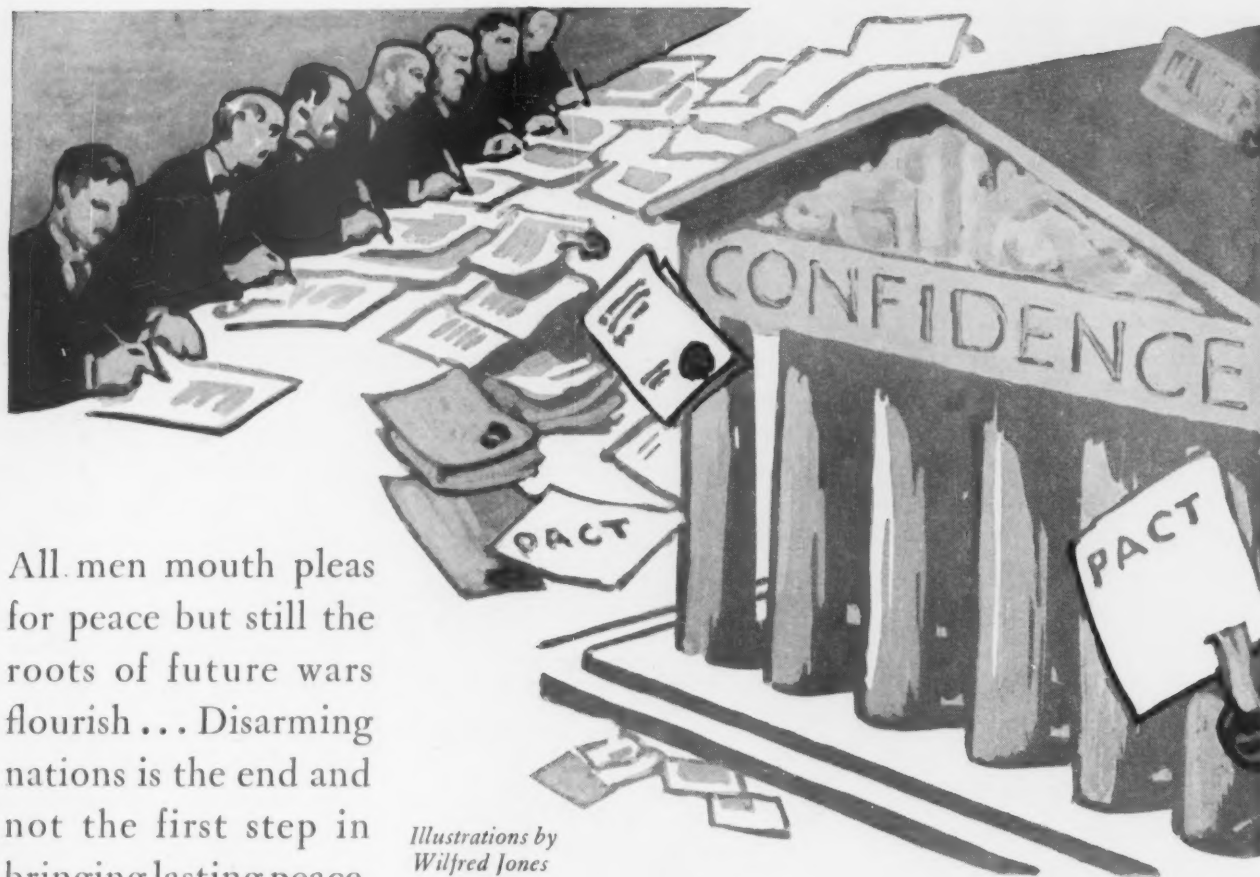
Danger

By Carley Watson Halsey

THEY tell me that life has dangers,
That those who are prudent and wise,
Stay close to the tried and beaten track
Of custom and compromise.
They want me to sit by the fire,
Of caution, and leisure, and ease.
They think it's the place to be happy.
They know it's the place that will please
The soul of a civilized member
Of that impotent brotherhood,
That looks upon easy living
As life's first and life's greatest good.

But I cannot sit by the fire,
Nor lout in a nice easy chair.
I know that the joys of living
Come only to those who will dare
To crash through the gates of safety,
And to prowl through the forest wild,
And shake off the robe of protection,
That they wore as a pampered child.
Out amid the struggles and dangers,
Where a man has to fight to live,
With difficult tasks to master,
Where men learn to take and to give.

For all that is worth having,
Must be won by the chances we take,
Chances that sometimes beat us,
Chances that sometimes break.
So, let me grapple with fortune,
For I'd rather die in the fight,
Than sit out my days by the fire,
Of safety's poor, flickering light.
Yes I would struggle and battle,
But always be generous and fair;
For what is life without danger?
And who wants to die in a chair?



All men mouth pleas for peace but still the roots of future wars flourish... Disarming nations is the end and not the first step in bringing lasting peace.

Illustrations by
Wilfred Jones

"There is a most dangerous inflation of pacts drawn against the ever-diminishing stock of public confidence."

The Anarchy in Men's Minds

By **Salvador de Madariaga**

Spanish Ambassador to France

THE world is passing through a crisis, not only an economic and financial crisis, but a crisis in the attempts of nations, of civilized people throughout the world, to organize human life.

When society finds itself in a crisis, it means that it is suffering from the contrary idea of society, namely, anarchy. Wherever one looks, whether one is considering ideas or facts, one finds that there exists a serious state of anarchy throughout the world today. In fact, the word anarchy is not a strong enough term to use. What we see around us is a confusion of anarchies—an anarchy of anarchies. To attempt to describe it would be embarking upon a task that would be much too great, and certainly much too melancholy reading. It is easier merely to describe some of the aspects of the crisis confronting the world, dealing

first with the anarchy of facts, then with the anarchy of minds and spirit, and then with the anarchy of methods.

As regards the *anarchy of facts*, it is perfectly clear that there is anarchy in the economic world. The progress of transport, the progress of finance, of taste, and civilization, the progress that might be possible in the standard of life—all of these make for greater interdependence among the peoples of the world. Yet nowadays we see instead the very opposite emerge in the dangerous ideal of that fallacy—autarchy—economic self-sufficiency.

Instead of the old balance of payments, secured by free exchange of commodities and services, loans and other credit-operations between nations, with the working of the well-known financial mechanism of the world, we witness futile attempts at securing a balance of trade between each particular pair of states, while a tendency to develop in international affairs the old mediæval system of barter, contrasts with the

most subtle mechanisms of financial interchange. Economists are giving us advice which would tend to direct national economies by those same simple rules of thumb as are observed by the most humble peasant.

If from facts we turn to politics, the sight is no less anarchical. During the past year the League of Nations devoted its efforts towards attempting to secure a solution of several serious and grave conflicts. I touch feelingly on this matter because I participated in the deliberations both as a representative of the League and of Spain.

INE of these conflicts, that which has long separated Peru and Colombia, is in good way of settlement, thanks to the wisdom shown by the two parties in accepting and applying the rules of the Covenant of the League by which they were both bound.

I wish one could be as optimistic with regard to the other conflict which is separating two South American republics, namely, Bolivia and Paraguay. This conflict has become worse and more difficult because of the conflict of procedures in handling it.

Recently, at the request of representatives of Bolivia and Paraguay, an effort was made to transfer the conflict to four South American neighboring states, the Argentine, Brazil, Chile, and Peru. Since there was a striking agreement between the two disputants (regardless of whether or not one may have believed in the wisdom of such a procedure), the League was bound to approve the request. The four countries, whose influence and good offices were requested, have felt that they must abandon the matter and have once more referred it to the League of Nations. In taking up the problem again, the League has the assurance of these four countries of South America that they will second it in all the efforts it puts forward.

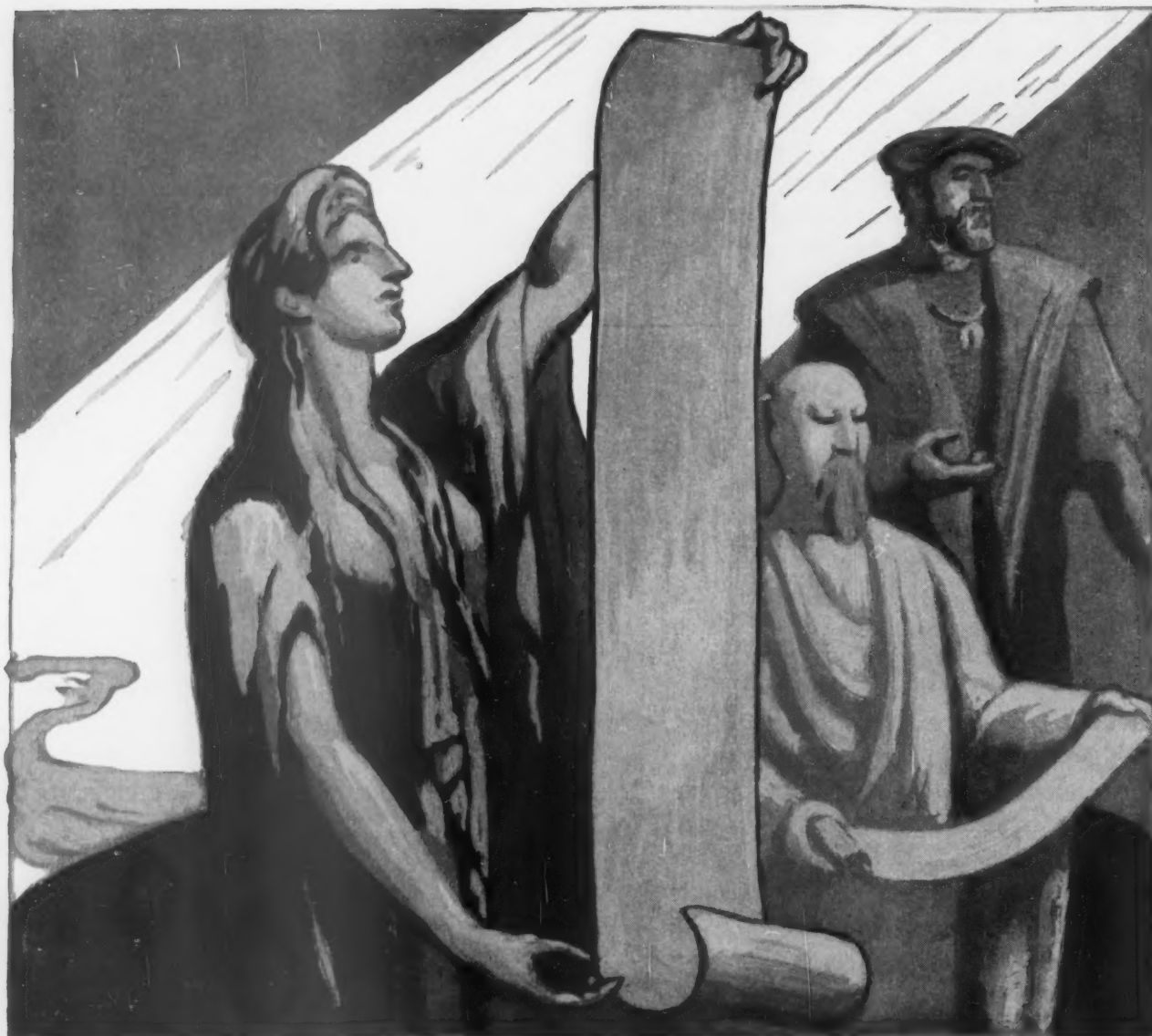
Other conflicts are so well known as hardly to require naming. I want to say nothing that might make it graver than it is. But may I express the hope that by a return to League principles, the problems may soon enter into a final phase of friendly settlement, thus recovering for the League the valu-



"The sailor who has lost his way . . . attempts to guide himself by the stars. Our stars should be principles for which we stand."

able memberships it is now in danger of losing.

One of the most dangerous signs of the political anarchy which exists today is that, while various agencies have been trying for a long time to settle international conflicts—over the Gran Chaco, Leticia, and Manchuria—and while for more than twenty months the Disarmament Conference has been trying to bring about a limitation and reduction in



"The League's covenant is but a manifestation of a historic development of humanity towards a conscious and organic unity. Such efforts have frequently been seen — perhaps earliest in Chinese history . . ."

armaments, nevertheless, throughout that period arms have been supplied to the countries in conflict.

I would like to quote to ROTARIAN readers some figures relating to the traffic in arms for the years 1921-30. In millions of dollars, the amount of this traffic over that period was as follows: forty-three, forty-two, thirty-nine, forty-six, forty-eight, fifty-seven, forty-eight, fifty-nine and, in 1929, \$64,000,000. In 1930 it was \$55,000,000. These figures, relating to traffic in war materials, do not include aircraft and naval armaments.

One single exporting country supplied to two countries which were engaged in conflict—a conflict which the League and other interested countries were seeking to settle—in 1932 alone over four times the amount of munitions that it had sold to the entire

world during the year of 1930. All this traffic has been going on, on one hand, while, on the other, the League and peace-loving nations were seeking to preserve peace.

THERE is another fact which is particularly serious. The total exports of all countries between 1920-1930 of arms amounted to no less than \$616,000,000, according to official statistics compiled by the League of Nations Disarmament Section. Figures on importation of armaments over the same period show that imports were around \$478,000,000. There is some \$138,000,000 worth of armaments of which no one seems to know the destination.

Can civilized mankind tolerate a system under which, in every ten-year [Continued on page 54]

Stepping Stones for Seaplanes

By Capt. Hugh Duncan Grant

A LONG time out of the imaginative, or purely theoretical stage, the dream of bridging the Atlantic seems about to come true—with a real bridge, one fitted not to the footsteps of man but to the grander strides of the airplane.

Carried by the fast and ever faster wings of aircraft, you will, as the project is realized, have an opportunity of breakfasting in New York, Boston, Washington, or Philadelphia, and of sitting down to lunch next day in London, Paris, or Madrid. Or, if you prefer, of spending a night or two far out in the Atlantic at luxurious hotels on floating islands called seadromes, five of which will be strung some 450 miles apart along the Gulf Stream's fair weather route from New York, via the Azores to Vigo, Spain. Thus the New Yorker will be able to go to Deauville or Venice for a week-end almost as easily as he now goes to Atlantic City or Asbury Park.

Such is the possibility for a chain of stepping stones for trans-Atlantic air service.

The dreams of yesterday are the reality of tomorrow. The once-scoffed-at fiction of Jules Verne became the submarine, and "eighty days around the world" is considered a leisurely jaunt. The "contraption" of the Wright brothers and of Bleriot now wings its certain way, no longer a "wild dream." Man has already done pretty well in making the ocean conscript to his need and desire, but—he will never be satisfied to allow four to five whole

Mammoth floating islands strung across the Atlantic . . . week-ends for New Yorkers in Paris . . . dreams that some day may be realized.

days of time to intervene between North America and Europe, when it can be bridged by air with safety and comfort in twenty-four to thirty hours.

Let us imagine the ocean voyage of the future! If you will, you travel in comfortable, strongly built seaplanes capable of landing safely on the surface of the ocean in case of emergency. Planes are leaving every hour. You pack your grip, taxi to the airport, and, if you start from the West, step aboard an amphibian plane labeled "plane for Europe" — a comfortable leather-seated plane. It is, let us say, eight o'clock Friday morning. You fly to the coast and thence out over the ocean until there is nothing to be seen anywhere but sky and water with a few steamers like white and black specks far below.

Long before noon, when the fresh air and excitement of the trip begin to tell, and you feel that the lunch hour is near, you sight a strange object, apparently standing up out of the sea ahead. It looks

For twenty years, Edward R. Armstrong has experimented with devices to speed up ocean transportation. The picture below is the artist's conception of a seadrome in operation at night.



Photo: Kaiden-Keystone



somewhat like a great spider about to walk on the ocean. Your plane makes straight for it. A few minutes later you glide downward. In another minute the wheels of the plane touch the runway and come to a halt.

You are on a smooth-floored surface, *nearly seven acres* in area. It is something like the deck of an immense aircraft carrier, except that, unlike a ship, it does not pitch or roll. You get out, stretch your legs, and repair to an excellent restaurant and lounge. Your physical needs attended to, you investigate this strange man-made island. Perhaps you read the quotation board in the broker's office, or send a radiogram. You may go to the movies, or dance, or listen to the radio, or indulge in deck games, or gather about the bridge tables, or swim in the seadrome pool. In short, you find all the conveniences of a modern ocean liner, minus the inconvenience of rough weather at sea and possible sea sickness.

Looking over the edge, you discover yourself about one hundred feet above the level of the sea. Under ordinary conditions the waves will look like thin white lines on the water surface beneath you. Perhaps, if unaccustomed to air travel, you may still have the sensation of being in an airplane.

The platform on which you have landed is supported only by stilts, long legs which hold it out of the water and go far down into the deeps. Back home, you tell yourself, you can illustrate it by sticking hatpins around a restaurant menu card. Corks and cardboard discs should be placed on the ends of the hatpins, with the

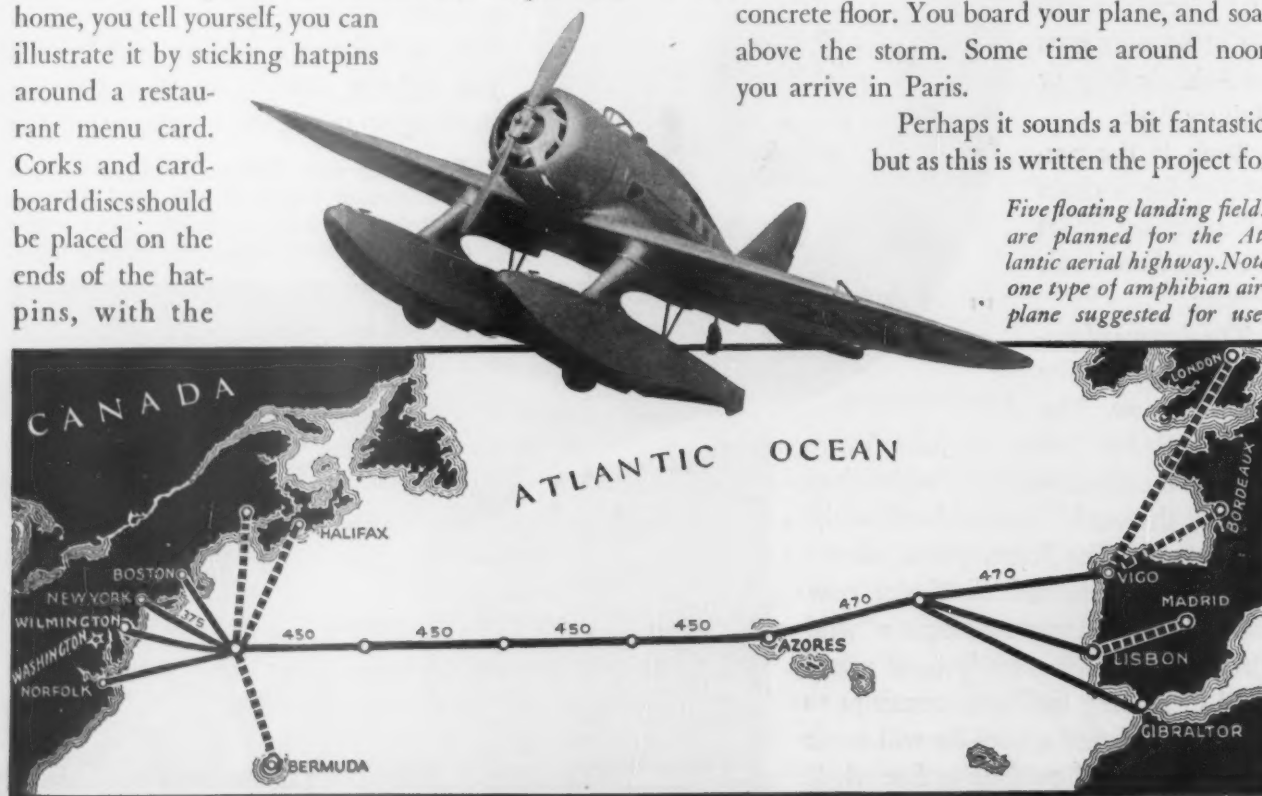
points of the pins weighted by lumps of lead. The menu will be the platform, the corks the great buoyant drums. The cardboard discs act as a damper to prevent swing or oscillation. The lead keeps the whole stable.

YOU lunch. An attendant shouts "all aboard"—and you fly off again towards the southeastern horizon. At nightfall, after perhaps skipping one seadrome without landing, you fly on. Then through the dark you see an aureole of light, a halo about another great spider on the sea. There will be no chance of your pilot missing his landing. With a swoop, he comes down. You have dinner at a hotel and retire for the night in a comfortable bedroom cooled by ocean breezes. Or you may trip the light fantastic, for there is a dance pavilion rampant with carnival gaiety. Its walls are of green ashlar vividly touched with lattice work of Chinese red lacquer. Multi-colored lights flash about . . . bright frocks . . . laughter . . . music. Here is Broadway on the high seas!

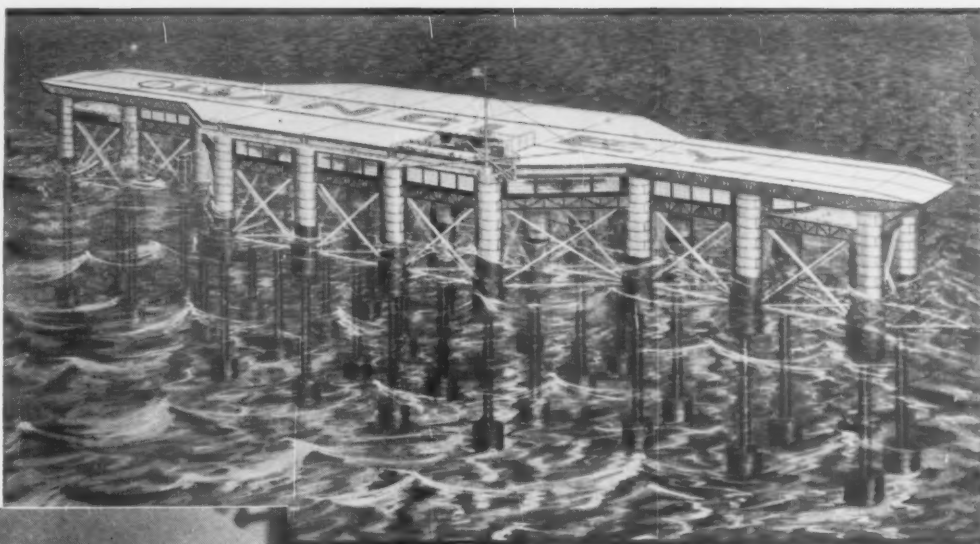
In the morning you awaken in a tempest. Heavy, surging billows climb and plunge across the surface of a storm-lashed sea. The winds howl outside your window, and in the grey dawn—for you must rise early—you see great waves thirty to forty feet high, rolling and pitching. But the island platform is motionless, as steady as a billiard table on a concrete floor. You board your plane, and soar above the storm. Some time around noon you arrive in Paris.

Perhaps it sounds a bit fantastic, but as this is written the project for

Five floating landing fields are planned for the Atlantic aerial highway. Note one type of amphibian airplane suggested for use.



The seadrome will loom on the sea like a great spider of iron and steel. Waves will roll a hundred feet beneath the six-acre landing field. Three other decks are to offer hotel facilities. Weighted columns extending 208 feet below the surface keep the structure stable, for Neptune's frowns are only forty feet or so deep. The author, Capt. Grant, was wartime head of the British navy's meteorological department.



stringing great seadromes across the Atlantic appears soon to be realized. The Public Works Administration of the United States has under consideration the allocation of \$1,500,000 for constructing a quarter-section of drome behind the Delaware Breakwater. It will be towed to sea for tests and, if successful, will lead to the building of five six-acre landing platforms to be anchored to the bed of the Atlantic ocean at 450 mile intervals between North America and Europe. Then, at no time would a plane on the direct trans-Atlantic aerial highway be more than about 225 miles from a landing field and refueling station.

The seadrome closest to America would be

located 375 miles southeast of New York where it would serve as an intermediate stop on an air turnpike to Bermuda, the West Indies, and South America, as well as the first station on the route to Europe. The last of the series is to be moored between the Azores and the coast of Europe. Both, of course, would have great possibilities as mid-ocean resorts. The picture is an inspiring one, the more so because it has promise of soon becoming a reality.

When it does, the trip by air across the Atlantic will become an every day affair. Such is the growing element of safety in flight that it is only a question of a few years until aviation will carry no more thrills to the veteran than does a modern train trip to a commuter. Within twenty years it may be that through the evolution of new ideas the seadrome will be replaced!

LET us glance at more facts and figures. The seadrome is named for its inventor, Edward R. Armstrong, a du Pont consulting engineer who for twenty years has studied problems of transportation by air over the ocean. Its practicality grows out of the fact that waves are only surface deep. That is, waves forty feet high taper off to about four feet, at fifty feet below the surface. At sixty to seventy feet deep, the ocean is perfectly calm. Owing to its unique design, which is protected by basic patents, the seadrome does not roll or pitch in waves, nor is it subject to their impact force. It should therefore remain stationary in the heaviest seas.

The floating island, at first glance, will reveal a steel and iron open-work structure with its top deck a hundred feet above the waterline. Waves, even in a full-blown gale, could roll through the supporting columns without breaking. It is estimated that each seadrome containing four decks—1,225 feet long and 300 feet wide [*Continued on page 57*]

WITH the Eighteenth Amendment repealed, the United States again has legal liquor—a fact of world-wide interest. Good citizens in many states, regardless of their views on the ultimate restoration of prohibition, now face the practical problem of liquor control. On the eve of Congress re-convening, it therefore becomes appropriate to air the issue, fairly presenting significant and sincere—but differing—opinion on the desirable *degree* of state control. Comment will be welcomed.—*The Editors.*

Liquor Control in the U.S.A.

I. State Store Plan

By Gifford Pinchot

Governor of Pennsylvania

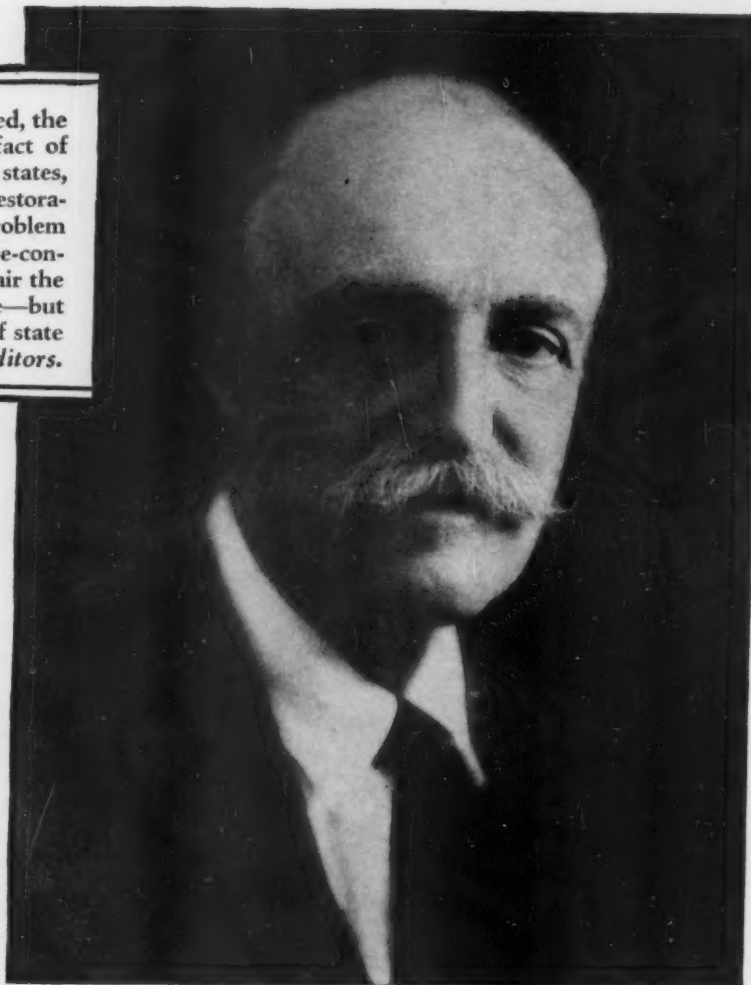
PENNSYLVANIA'S liquor control legislation is based on five cardinal points. They are:

1. The saloon must not be allowed to come back.
2. Liquor must be kept entirely out of politics.
3. Judges must not be forced into liquor-politics.
4. Liquor must not be sold without restraint.
5. Bootlegging must be made unprofitable.

Sincere dries and sincere wets and political leaders of all parties agreed substantially on these principles. At a series of conferences, bills designed to carry out these principles were drafted and introduced as soon as the special session of the Legislature convened on November 13.

All Pennsylvania prohibition legislation was based on the Eighteenth Amendment to the federal constitution and, when the Eighteenth Amendment went into discard, existing control legislation died. Therefore, we had only from November 13 to December 5 to enact new control legislation. As a result of the haste with which the bills were amended and finally passed, there are undoubtedly some imperfections.

Nevertheless, I believe we have sane and effective legislation which will have the approval of



'The Honorable Gifford Pinchot, a life-long advocate of prohibition.

a vast majority of the people of Pennsylvania.

The cornerstone of the Pennsylvania plan is the McClure Bill. (Incidentally this McClure is from Pittsburgh and not from Delaware County.) It establishes a state monopoly of the sale of liquor through state stores under the management of a State Liquor Control Board.

Through the state stores, liquor will be sold to private individuals for consumption off the premises, and to hotels, clubs, restaurants, railroad dining cars, and steamships which have licenses to sell liquor by the drink.

The Control Board also licenses those establishments which desire to sell liquor for consumption on the premises.

Sale over a bar is prohibited except in the case of clubs; and sale on Sunday is also forbidden.

A hotel to receive a license must be of good reputation, must furnish sleeping accommodations and meals, must have at least ten permanent bed rooms for guests in cities and six elsewhere, must have a

public dining room, operated by the same management, accommodating at least forty persons at one time, and a kitchen apart from the dining room in which food is prepared for the public.

A restaurant, to qualify, must have an area within the building of not less than 500 square feet, must be equipped with tables and chairs accommodating at least fifty persons at one time; and have a kitchen apart from the dining room in which at least three persons are regularly employed in the preparation of meals or incidental work.

A club can qualify for a license only if it is operated not for profit, has been in existence and operation at least six months if incorporated, and ten years if unincorporated, before it applies for a license.

Annual license fees for hotels and restaurants

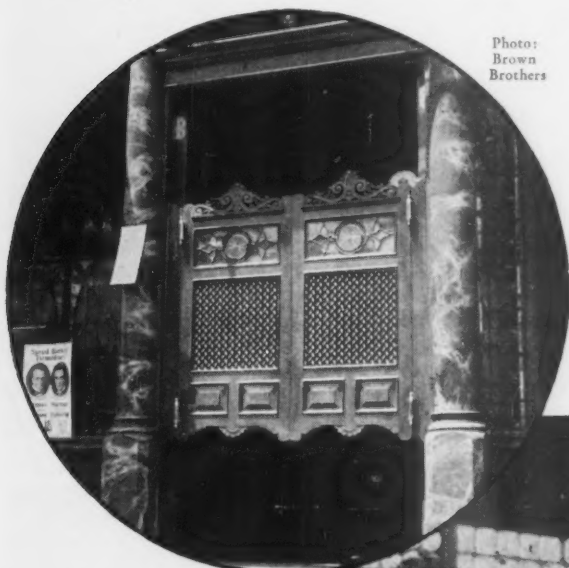


Photo:
Brown
Brothers

The old-time saloon, of which the swinging door is the symbol, will not return in Pennsylvania. The core of its control plan is the state store modelled after those of certain Canadian provinces or Sweden (right).

Some 2,000 will be employed in the stores or as staff workers, news reports say. The highest paid position will be comptroller in local offices, with a minimum of \$5,000 annually. Store managers will receive from \$1,860 to \$3,000.

run from \$150 in municipalities having a population of less than 1,500, to \$600 in municipalities having a population of 150,000 or more.

All license fees go to the municipalities in which the licensed places are located.

The hours for the sale of liquor for consumption on the premises are from 7 a.m. to 2 a.m., sales except Sundays and election days.

POLITICS will be kept out of the liquor business by the establishment of a civil service system for employees of the Control Board.

The personnel of the stores will be selected through competitive examinations held by the Department of Public Instruction. Examination papers of applicants will bear no identification, and the successful candidates will be ranked strictly according to grade. Appointments will be made in the order of their standing. The candidate receiving the highest mark in the examination will be appointed first; the second, second; and so on. There is no political sponsorship at any time involved in the appointment of employees or in the taking of the examinations.

Private profit is to be eliminated as far as possible from the liquor traffic. The state store system eliminates wholesalers and distributors entirely.

Careful analysis of costs indicate that the state stores will be able to sell liquor at a [Continued on page 59]

Photo: © American-Swedish News Exchange



Liquor Control in the U.S.A.

II. The Regulated, Licensed Retailer Plan

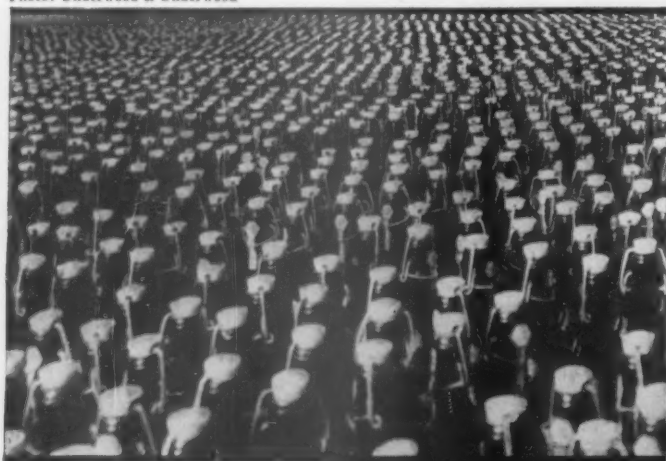
By Frank J. Loesch

*Member, National (Wickersham) Commission
on Law Observance and Enforcement*

IT IS generally conceded that the two main causes for the adoption of the Eighteenth Amendment to the Constitution of the United States were, first, the excessive commercialization of the retail sale of beer and spirituous liquors with the political power which was maintained over legislative and municipal bodies by the manufacturers, and, second, the iniquities of the licensed saloon. By reason of their degradation, the latter had become an eye sore and an abomination to the public.

But legalized liquor again is with us. How shall

Photo: Underwood & Underwood



Immense stores of intoxicating beverages in many lands were ready for export to the United States when on December 5 the fourteen-year-old ban was lifted. Here is an ocean of beer in a large German brewery awaiting shipment.

But "the old fashioned saloon (right) was in scant favor" as liquor was restored to a legal status, reports the Associated Press, non-partisan news-gathering organization. Only Nevada had wide-open saloons and even there they were operated under the local option plan.



Photo: Brown Brothers

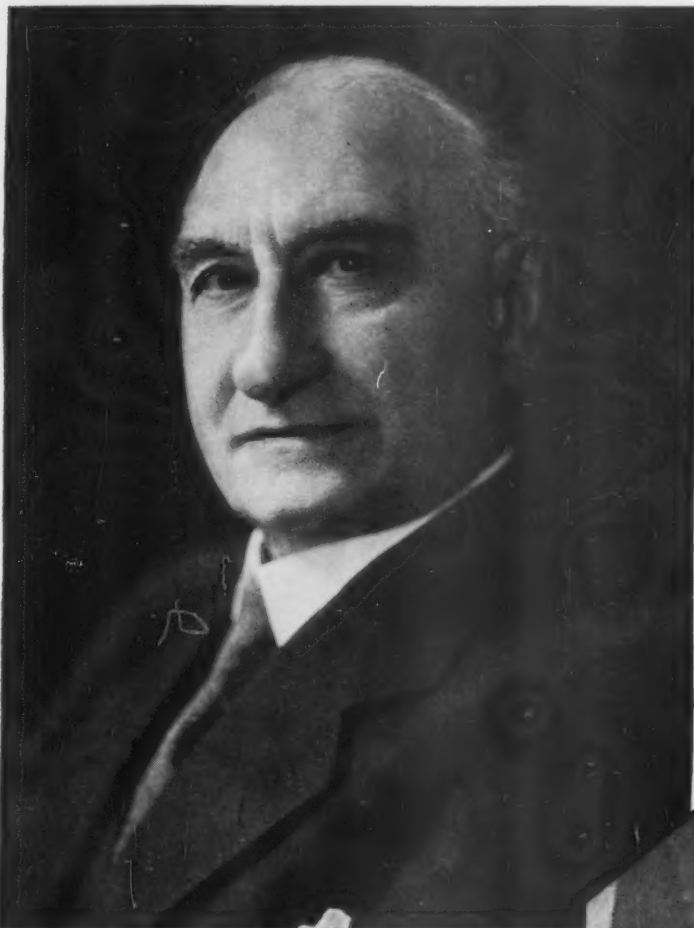
Governor Pinchot fathered the Pennsylvania Plan. Mr. Loesch favors privately owned outlets, licensed and rigidly regulated.

we control it so as not to bring back the evils we knew in the days of the saloon? After hearing many witnesses and considerable debate on the subject, the members of the National Commission on Law Observance and Enforcement unanimously opposed either the federal or state governments as such going into the liquor business.

The objections to it are that no matter how well guarded on paper such a monopoly may be, its tendency is to work out into control for corrupt political ends.

South Carolina had a state dispensary system which became so foul that it was repealed and a county dispensary system was adopted. That, in practice, was worse and it was abolished.

No facts have come to my knowledge which have altered the opinion which I formed while a member of the above named Commission. The



Frank J. Loesch is president of the Chicago Crime Commission and a veteran foe of all kinds of lawlessness.

Pennsylvania State Liquor Control Board, for example, is bound to be a body composed of politicians who will look to party advantage and are likely to use that in the matter of locating state stores for the sale of liquors and political corruption is likely to ensue.

The answer against such a thing should be conclusive. The state is a political organization and is not created for the purpose of running a business. It can neither have the personnel nor the ambition of men, nor the incentive on the part of employees, to make a success of a business venture. It will add to the number of public employees, something we are trying our best now to avoid. The taxpayers are striving to reduce the number of public servants.

Again, the Pennsylvania law is highly objectionable because it allows hotels, restaurants, and clubs to obtain from the State Liquor Control Board, licenses to sell alcoholic drinks for consumption on the premises. The mass of men and women are not members of clubs, few of them live in hotels, and the majority

probably do not patronize restaurants. So the privilege is accorded to those who are not the mass of the consumers, who are obliged under that system to buy their liquors from state controlled stores and consume them on vacant lots or in their own homes or wherever they please; but they cannot do it where they can sit down in enjoyment with their friends.

That has been one of the vital objections to the Volstead Act. It allowed those who had the means to have their liquors through the bootlegger; and those who had not, were compelled to forego the license which the others were exercising.

The state monopoly plan, therefore, would bring back precisely an evil which the repeal of the Eighteenth Amendment was intended to get rid of. That repeal, if it meant anything, in my judgment meant that men were to be

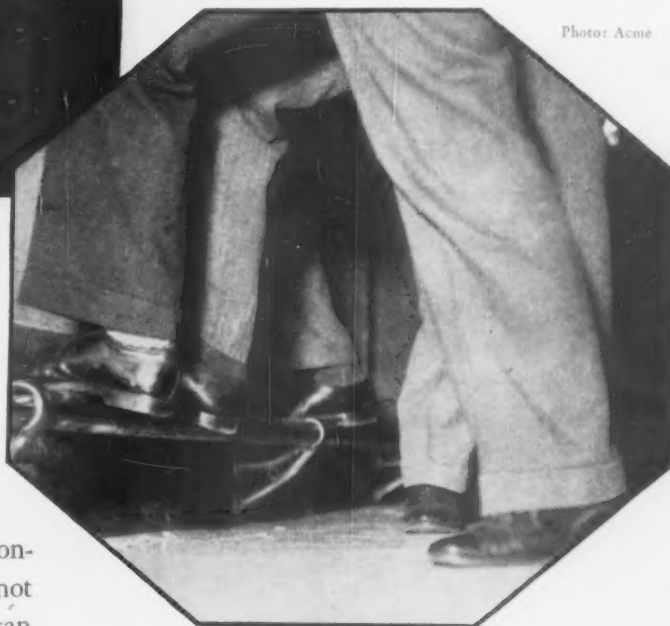


Photo: Acme

To compel one to sit down while drinking liquor is, he says, "unwarranted interference."

put on an equality in the matter of obtaining their spirituous liquors. I think the better system of state control is that worked out by New York. The State Liquor Board there has power to issue and revoke licenses, there being local boards under it which make recommendations. In that way a state policy is preserved and the local community's rights are considered in the matter of licenses. Such state supervising by a licensing commission is quite different from a system where the [Continued on page 60]



What will the dollar do? Probably no two men can give a surer answer than these—President Roosevelt (right) and Henry Morgenthau, Jr., Acting Secretary of the United States Treasury. The photographer snapped them just before they set out for a spin and a confidential chat at the President's Warm Springs, Ga., retreat.

A turn of the apparatus (below) gives this New York bank employee the price on currency in any part of the world. This complex device operates on the slide-rule principle.

Can the Dollar Be 'Managed'?

By William Trufant Foster

Director, Pollak Foundation for Economic Research

SAID one United States government official to another, "All the perplexities, confusions, and distress in America arise, not from defects in the Constitution, not from want of honor or virtue, so much as from downright ignorance of the nature of coin, credit, and circulation."

Who said that, and to whom did he say it? You have three guesses, and all three are wrong. It was not Professor Sprague to Professor Warren. It was not Senator Thomas to Henry Morgenthau, Jr. It was not Al Smith to Franklin D. Roosevelt. It was John Adams speaking to Thomas Jefferson.

And now, a century later, as we look through a glass darkly into the Year of our Lord, 1934, all our perplexities, confusions, and distress still arise mainly from downright ignorance of the nature of money. A Century of Progress leaves us just where we were.

"Sound money champions go into eclipse," warns the *Detroit Free Press*. "Sprague loads guns to blast inflation plan," cries the sedate *Boston Transcript*. "Managed currency is to have unfettered trial," announces the *Baltimore Sun*. "Baloney dollar hit



Photos: Acme.

by Al Smith," says the *New York Herald Tribune*.

Many other newspapers, meanwhile, stretch their imaginations and their headlines in tirades against the "rubber dollar." And an Associated Press dispatch tells us that the American Federation of Labor passed a resolution in opposition to "unrestrained and unregulated inflation of the currency."

What does it all mean? What is "inflation," anyway? Not one writer out of a hundred who uses the term even attempts to give a definition of it.

The man in the middle, obviously gleeful at having in his hands a bale of new currency, is Uncle Sam's Secretary of the Treasury, William H. Woodin—hence, the gibe, "Woodin" money.

It may have its drawbacks, but it certainly is more convenient to handle than the stone coin below from the Island of Yap. It measures 26 inches in diameter and weighs as much as the young lady—120 pounds. In Yap its value (latest quotation) is an 18-foot canoe, one-quarter acre of land, or 10,000 coconuts. The Yap shopper carries it on a pole.

Photo: Underwood & Underwood



What is a "managed currency?" Some currencies, apparently, just happen; others are controlled by men. But how, we wonder, can *any* currency manage itself.

And then there is the hue and cry about "the rubber dollar." What does that mean? The "commodity dollar," which is the ultimate aim of the announced Roosevelt policy, is one which does not stretch or contract in purchasing power. Is *that* a rubber dollar?

Those who condemn the commodity dollar urge



Photo: Acme.

us to return to the good old gold dollar. That is the one which fell in purchasing power, between 1913 and 1920, from 100 cents to 41 cents. Yet that dollar, we are told, is not a rubber dollar: it is a fixed dollar.

"It stands alone," says the *Commercial and Financial Chronicle*, "unchanged and unchanging. . . . Because it exemplifies the gold standard, in itself it is stable. . . . Around it whirled a fateful war, and it stood fast."

So the gold dollar stood fast, did it, while losing more than half its purchasing power?

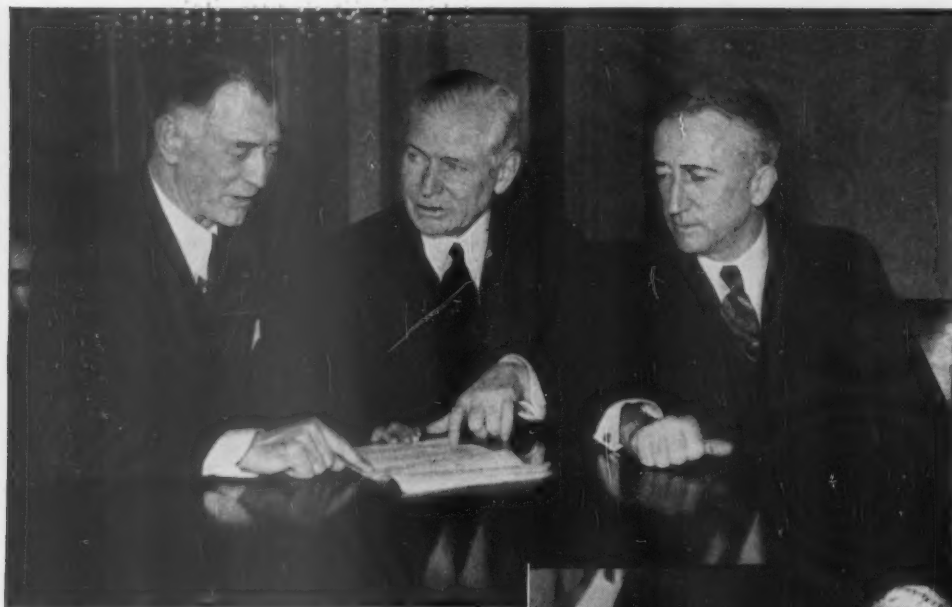
The way out of the confusion, the bankers assure us, is to have "sound money." Here, at last, is something we can agree on: everybody wants sound money.

The only practical difficulty is that all of the professors from Sprague to Warren, all the senators from Glass to Thomas, insist that their particular kind of money is sound money, and all the other kinds are "baloney."

Is there no common ground—nothing we can all agree on—in the midst of this confusion?

There certainly is. To begin with, virtually everybody is fully aware of the dangers of unlimited running of the printing presses. If the chaos which followed, and inevitably followed, the riotous issues of paper money in Austria, Germany, and Russia is what we mean by inflation, then Americans are all but unanimous in opposing inflation.

The only persons who should want that kind of a chaos are those who want to have a revolution.



Photos: Keystone.

Lenin was right: the first step toward the abolition of capitalism is the destruction of the value of money. To pass a resolution in opposition to "unrestrained and unregulated inflation of the currency" is merely to declare that, on the whole, it seems better to seek an orderly economic recovery than to start with a complete economic collapse.

Everybody knows that unregulated inflation is a calamity—economically, socially, morally. At first, it is true, any increase of money in circulation increases employment and production. That means more wealth *per capita*. That means a higher standard of living—higher real wages. But business presently reaches the point where it is employing virtually every man and woman who is willing to work. After that, employers can add to their staffs only by inducing workers to leave other employers. Then the competition for workers results in the demands of employers for more capital. Business demands more currency or more bank credit.

BUT currency or bank credit which is created merely to enable somebody to take workers away from somebody else, does not increase production. Therefore it does not benefit the workers as a whole. It merely leads to further demands for capital. The vicious spiral of inflation is on its way. That describes what happened in the United States prior to the business collapse of 1920. Inevitably came the cold, grey

These United States senators—Pittman, of Nevada, Thomas, of Oklahoma, and Byrnes, of South Carolina—will be in the forefront of the battle on inflation at the next session of Congress.

One Berlin restaurant has hit on a novel scheme for realizing on the near-worthless money of the post-war inflation period. At each glass-topped table is a display (below) of money dating from the time when humble wage-earners could become millionaires without great difficulty or effort.



dawn of the morning after. Unregulated inflation is an economic debauch.

It is also a social menace. It enables some classes to prosper, through no virtue of their own, while other classes suffer, through no fault of their own. Before the World War, a carpenter in Vienna loaned 3,000 Austrian gold crowns, the savings of a life time, the equivalent of a full year's wages. After the war, the debtor returned to the carpenter, in full legal settlement, 3,000 depreciated paper crowns, the wages of three days' labor.

Thus does reckless printing of money make a mockery of thrift. Men sow where they do not reap, and reap where they do not sow. This gives rise to rebellion. The protests usually are launched in the wrong direction, for few of [Continued on page 49]

Looking Into the Customer's Head

By Donald A. Laird

Director, Psychological Laboratory, Colgate University

"BAD TIMES" are always good for business in the long run. In the hectic struggle to keep business going through the slack months, or years, as is sometimes the case, new approaches and methods are learned which ultimately strengthen the commercial fabric of the country. Hard times do not just try men's spirits—and bank accounts. They definitely make better business and professional men out of them by the stinging prod that forces each to give to the public his best service or skill.

Much new has been learned from this prodding in the past two or three years that will strengthen business for decades to come. This has been called the Age of Selection, a time when more goods could be manufactured than there were customers to buy them, with the natural result that customers have become increasingly "choosy." In many of the profes-

Modern industry is discovering that the Consumer is King—or, to be very exact, Queen. Supply is a mockery if without demand.

sions it is much the same as in the manufacture and sale of tangible merchandise; there is overcrowding.

Last June, for instance, I was invited to talk to the graduating class at the fiftieth anniversary celebration of one of America's upstanding schools of nursing. The spry, energetic, 84-year-old chairman of the board who had founded the school half a century before, cheerfully told me that this was one of the smallest classes the school had ever graduated.

"The field of nursing is so overcrowded," he related, "that three years ago we gave up the thought of turning out the most nurses each year. But we are still turning out the best nurses."

Emphasizing quality!

The crucible of hard times has also shown business

Here is the buying public, grown extremely "choosy" during the past few years when far more goods were made than could be consumed. Failure to know its desires—or whims—spells business failure.

Photo: Underwood & Underwood





Photo: Kaufman & Fabry

how it can avoid some of its expensive lopsidedness. The development of manufacture and commerce has been increasingly lopsided for half a century, but ways out have been found in the swift moving years since the Armistice.

Science and engineering skill have steadily made manufacturing processes more economical and more efficient year after year. The costs of making goods—and usually goods of increasingly high quality—have steadily declined. Just contrast the erratic performance and high price of the old two-cylinder automobile with the low-priced six or eight cylinder car of today; manufacturing has undeniably made tremendous advances. Costs, at this end, have consistently gone down while quality has climbed higher and higher.

A 79 cent counter will always lure shoppers, but retailers should beware of goods that carry an odor that is even slightly unpleasant.

But—now take a look at sales and distribution: The costs of distributing goods have steadily risen. That is the reason present-day business can squarely be called lopsided. Science has been applied to manufacturing with consequent social benefits that enrich the lives of every person. Distribution, on the other hand, has been sort of a step-child, neglected as a rule except for the paternal ministrations of high pressure and instalment selling.

In the past few years, however, there has been a growth which shows that distribution itself may be able to become practically as scientific, and as economical, as manufacture has been these many years. The mind of the customer is being better understood; how they respond to different sales situations, and, most important, the

What's wrong in the picture at the left? If Dr. Laird is right, then three out of four of these customers should turn to the right rather than to the left.

Photos: Underwood & Underwood



goods they want to buy and will buy with least sales costs, is almost becoming a science. In a few more years this vital part of distribution may, in truth, be a well-rounded science.

Three retail customers out of every four, approximately, want to make right turns rather than left turns in the store, for instance. And then they want to make turns about every twenty feet as they are walking through the aisles of a store. Little wonder that the old-time store, with its narrow front and long lines of unbroken counters, was a costly way of selling goods.

ODD prices sell better than even prices. To take a loss of a cent on each sale in order to sell at an odd price in general helps sales volume so that net profits are increased and the costs of selling goods lowered. Thumb through a mail order catalog to see the practical truth in this.

Goods displayed on the counter in neat and unbroken stacks or piles do not sell as readily as the same goods in a disarranged or jumbled heap. Perhaps it is because folk dislike to disturb a neat pyramid, and it may be because the broken

The evolution of motor car fenders tells the whole story of changing tastes and industry's effort to keep up with it.



"It's too narrow at the top to get inside with a scouring rag," a clerk told the maker who wondered why his percolator didn't sell. A door-to-door check-up with housewives would have avoided the costly error.



Photos: Underwood & Underwood

pile suggests that others have been buying the item in great numbers.

Or perhaps the heap merely makes it easier for the customer to pick up the article to inspect it. When so simple a thing as a whisk broom, for instance, is displayed on the counter with the handle pointing toward the customer, making it easier to pick up, sales increased, in one test, by twenty-two per cent.

The customers' mind should be studied, however, before the goods are shipped from the factory. Or, for that matter, before the goods are even manufactured. When products are being designed, whether or not they will appeal to people, and whether or not they are something folk will use and buy readily, are as important as the correct distribution of stresses [Continued on page 53]



Formerly lepers were hidden by relatives or fled to mountains when sought for treatment. Now they voluntarily come to stations near their homes, such as this one at Iloilo. Note their flowers and rice fields.

'Behold, There Came a Leper'

By Alva J. Hill

*Chairman, Community Service Committee,
Iloilo Rotary Club*

FIFTEEN hundred pesos (\$750.00) subscribed in fifteen minutes for the benefit of lepers is a community service record of one of Rotary International's youngest clubs—Iloilo, Philippine Islands. The occasion was a weekly meeting of the group, just organized, and gave it "something to crow about" at its formal inauguration, early last July—as well as a worthwhile activity to follow for months and years to come.

The speaker of the day was Dr. Juan Bta. Goitia, the district health officer, and his subject was "The Needs and Deeds of the Local Hospital for the Treatment of Lepers." He spoke first in Spanish and then in English, telling of the seven-year old treatment station, across the road from the Golf Club at Santa Bárbara, Iloilo, which had been established under the direction of the late Governor-General Leonard Wood; how the temporary buildings were overcrowded, and constantly decaying, and frequently damaged by storms; and how new permanent buildings were needed to continue the work of the hospital.

Scarcely had the Rotary club in this Philippine city got started before members raised 1,500 pesos to build a home for the afflicted.

The response to the talk was immediate. Before the luncheon was finished, more than 1,500 pesos had been raised for the construction of an additional leper dormitory. Furthermore, the club decided upon this form of community service as a club activity, thus exemplifying the ideal of service.

That particular form of service is not a new one. Some 1900 years ago, Jesus Christ delivered that remarkable address known as the "Sermon on the Mount." When it was finished he descended from the mountain—

And, behold, there came a leper and worshiped Him, saying, Lord, if Thou wilt, Thou canst make me clean. And Jesus put forth His hand, and touched him, saying, I will; be thou clean. And immediately his leprosy was cleansed.

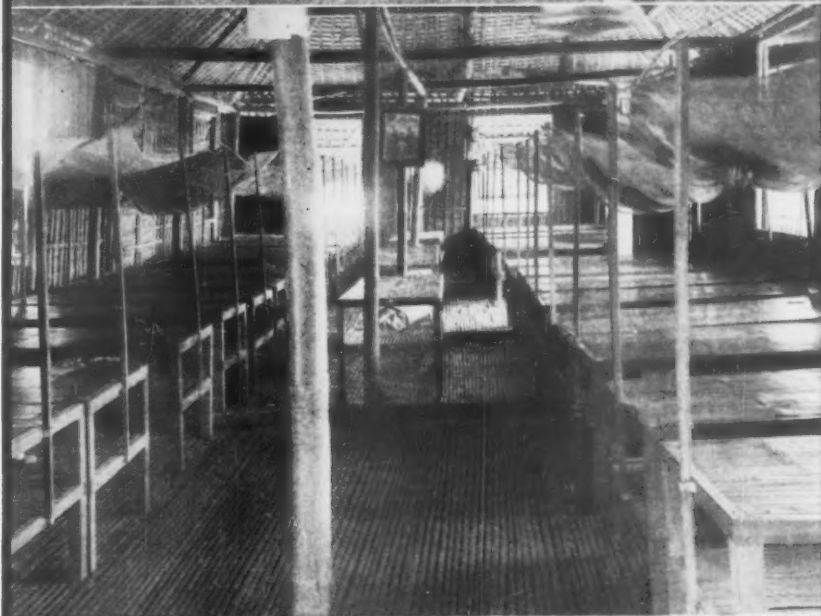
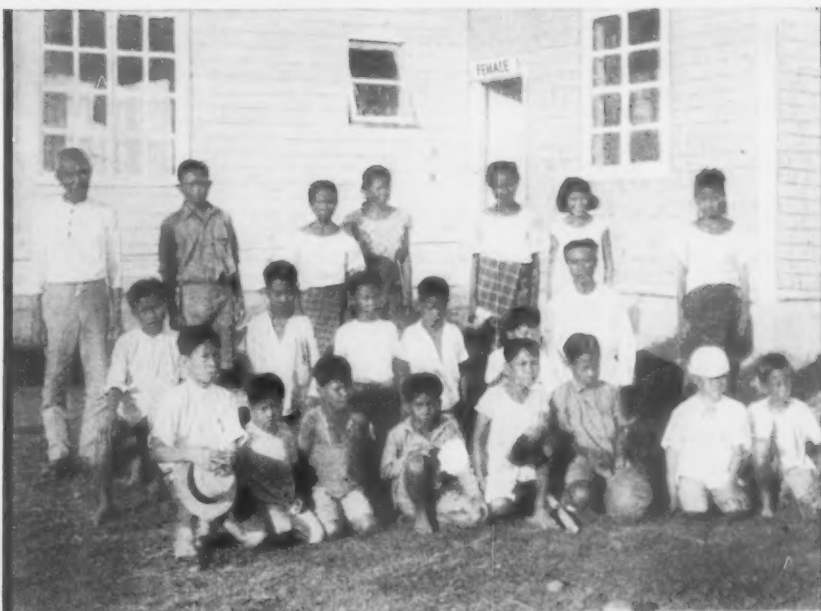
When Major General Leonard Wood was made governor-general of the Philippine Islands several years ago, he too was imbued with this idea of service. Even when he became aware that his own hours on this earth were numbered, and even when he became

so weak that he could no longer walk without assistance, instead of conserving his energy in an effort to enjoy a little peace and comfort, he began his greatest welfare campaign, the eradication of leprosy.

The only hospital for the cure of lepers in the Philippine Islands up to that time was the one at Culion of which Perry Burgess has written in the February, 1932, *ROTARIAN*. When lepers were found in any part of the Islands, they were arrested and often marched on foot to the jail of the province. There they were detained until a special boat came to take them to Culion, as no vessels go to that island except those taking lepers and their provisions. Moreover, no common carrier of any kind would knowingly transport lepers for fear of being boycotted by the people, who almost without exception, believe that anything touched by a leper becomes instantly unclean and capable of transmitting the dread disease to others.

CONSEQUENTLY, most provincial jails held from one to fifty lepers practically the whole of the year; and most of the lepers taken into custody were held in jail many months, or even a year, without treatment while awaiting transportation to the hospital. Frequently a jail would contain many men, women, young girls, and boys, all huddled together in one unsanitary room or cell; all constantly growing into [Continued on page 52]

TOP—Lepers, young and old, in Iloilo Province. They will lose fingers and toes and become otherwise deformed unless treated.
MIDDLE—Leaves of the nips shrub make cool—but fragile—quarters.
BOTTOM—Though lepers need especially nourishing food, these are now fed at 25 cents per day.



Farm born, adventure minded, he began his career as a newspaper writer along the old Klondike trails. Wide experience has fitted him for his new tasks.

Meet Rotary's President!

By M. Benson Walker

Portrait by
Stanley Eklund



*It's John — or Jack — Nelson, of Montreal, "citizen of the earth."
Hobbies? Yes, three—family, books, and "around a hundred" golf.*

MEET John Nelson, president of Rotary International! He's John Nelson on the list of officers and in the Montreal telephone book. But he's Jack — or John — to you and me and all those who have ever met him.

And so it infallibly follows that clean across North America, from Atlantic to Pacific, in Canada, in the United States, and in Mexico, there are people who are glad that Jack is on the job. There are, incidentally, others who feel the same way in China, Japan, Korea, India, England, Australia, and Europe.

For he has taken in a lot of territory in his time. The chances are that he will take in a lot more.

His post office address is "Montreal, care of Sun Life Assurance Company," whose public relations counsel he is. But in actuality Jack—or John—Nelson's home is somewhat larger than this. Its diameter, in fact, is something short of 8,000 miles, and it has three dimensions. This description, if you are mathematically minded, will at once call into your imagination a globe approximately the size of the earth.

That is exactly what it is intended to do. For, if Jack Nelson is not a citizen of the earth by training, by personal interest, by virtue of his association with

a business organization which has branches in forty countries, and because Rotarians of seventy-five lands have considered him fit to head Rotary International, then he is not the man I know.

His first contact with foreign affairs came in 1898 when he left his Ontario farm home as a verdantly green cub reporter for the *Victoria Times* which was published on Vancouver Island in British Columbia.

NOW this was before the day of the Pacific cable, and the enterprising newspapers of the Pacific Coast used to maintain steam launches in which their energetic young men raced to meet incoming ships from Asia and Australia in order to pick up news of stirring doings from their passengers and any foreign newspapers which the pursers had saved for them. The news would then be wired to the other papers over the continent.

That was when Jack Nelson first learned the importance of foreign events, for he was one of the youths who beat the pilot boats to the liners. As a matter of fact, he must have learned a few other things as well, for two years later he was the city edi-

tor of the paper and in three years more its managing director.

He was with the *Victoria Times* for thirteen years, during the entire colorful period of the Klondike and Nome gold rush when men streamed northward through Victoria, a few to return rich, many to come back scurvy-ridden, frost-bitten, and broke; some not coming back at all. It was a great epoch, hardy, virile, and full of drama. Young Jack Nelson gloried in the glamor of it.

Then he crossed the Straits of Georgia to the mainland where he was for five years the managing director of the *Vancouver News-Advertiser*. When he left that job he did so in order to buy the *Vancouver Daily World* with two partners. He ran this paper until he sold out in 1921.

After this followed a period of four years of relief from executive duties during which John Nelson was

Photo: W. H. Holdt, Philadelphia



It was especially fitting that at his inauguration as president of Alfred University (Alfred, N.Y.), Paul Titsworth, a past district governor, should confer on President Nelson the L.L.D. degree.*

one of the most prolific magazine writers Canada ever knew.

"The truth is that I've been smeared with printer's ink all my life," he says now in talking over those days. "I couldn't get away from the game."

It was his knowledge of world affairs, gained during his years of active newspaper work in times and places full of vivid interest, that made it possible for him to write articles for some of the most authoritative periodicals of the United States.

*As this issue goes to press comes the sad word of the sudden death of President Titsworth from heart failure.—Editors.

There was, for instance, that first Imperial Press Conference in 1909 when a group of newspaper men from all parts of Britain's Empire were invited to London to learn at the heart of the Empire the problems that were facing its statesmen.

"I had to borrow the money to get to it," he confessed with a school boyish grin. "But, Lord, it was worth it!"

"WHY, there we met every day in the Foreign Office and the great men of England came in and told us what was happening and what was going to. I remember that they said then that war was coming with Germany—the very next year, they feared.

"I've never had contacts so valuable and so stimulating."

That was one phase of his training in "world mindedness." But there were others, too.

Even in Canada, at that time, the East and the West were almost foreign to each other. Thousands of miles separated them. News did not circulate. There was no understanding of each other's problems. One almost might say that there was no unity except in government.

John Nelson was one of the men who realized this, and so, with some newspaper confrères, he promoted a leased-wire service spanning the Dominion from Atlantic to Pacific to link all Canadian newspaper offices, to facilitate the interchange of news,

and to bring about a national unity that was more than a matter of form. This is now the Canadian Press, the equivalent in Canada of the Associated Press in the United States.

Later on he conducted part of a racial survey covering the entire Pacific Coast from the Mexican boundary to, and including, Alaska. Its purpose was to find out just what were the results of the impact of Oriental immigration on Occidental civilization. His charge was the entire northern half of the Pacific slope.

[Continued on page 56]

January 1 marks the end of the initial phase of the New Deal. Now to trade associations comes the big opportunity to prove that coöperation works.

The NRA Starts Act 2

By Warner S. Hays

Trade Association Executive

THE most important word under the United States' National Recovery Administration program is coöperation. Coöperation is another name for association. For years the trade associations, as well as Rotarians, have been trying to establish the principles and policies of fair competition—good, sound, business practices.

Progress was made, but slowly. There was the apathy of human nature to contend with. The smaller organizations feared that they would place themselves at the mercy of strong units, and some of the rugged individualists of the old school were reluctant to follow the development of the coöperative movement and trade association program. Even so, from 1916 to 1932, some 130 codes of fair competition were adopted in the permissible language of the Federal Trade Commission—but they lacked teeth for enforcement.

Under NIRA, the National Industrial Recovery Act, all industries and concerns in the United States must have their codes of fair competition approved by the President and must live up to them. Thus industry has its chance for self-regulation. And to the trade association movement has come new impetus and significance as the recognized administrative agency for effectuating the codes—a chance to do for all business what it tried to do voluntarily for those concerns which had realized the changing trend in



Photo: Acme.

Here's NRA news in the making. Administrator Johnson is telling Washington correspondents the penalties for code violations.

business and the growing need for unified action.

Or, in football parlance, let us say that under NRA, the ball has been passed to trade associations and business management, and that those few in each line of trade "unwilling to accept the new" now *must* play the game by the rules. Drastic powers have been put into the law to enable trade associations and business men to bring about coöperation of the recalcitrant concerns.

BEFORE NRA, under the anti-trust laws, America had compulsory competition; now it is compulsory coöperation. Compulsory competition worked out all right so long as supply did not exceed demand or rate of consumption, but when supply, because of tremendous increase of power production, exceeds consumption, we have chaos. Business becomes demoralized because of uncontrolled competition and its utter inability to cope with a changing economic era. Hence, we must bring about coöperative com-

monwealth through wide economic planning. We cannot legislate prosperity, but we can legislate the methods by which prosperity can be brought about.

NRA was designed to do just that. It compels unified teamwork and coöperation through trade associations and code authorities of industry.

This creates a gigantic task. Those who are critical of the results so far obtained doubtless were led to expect too much by some of the false prophets who thought that the building of this new coöperative machinery for adjusting production and consumption could be devised, erected, and running smoothly in less than six months.

Left to right (right): Secretary of Labor Frances Perkins; Rt. Hon. Margaret Bondfield, former British Minister of Labor; Administrator Johnson, leaving a lumber code hearing.

Photo: Underwood & Underwood.



Photo: Underwood & Underwood.

Industrial leaders, journeying to Washington for code hearings, took part in such scenes as this, a conference on the cotton code, first to be approved. Senator Byrnes has the floor.



Photo: Acme.

NRA is nearer its achievement because of the spade-work already done by properly organized and functioning trade associations. For instance, it is no accident that the cotton textile industry was the first under the NRA to present and have approved a code for fair competition. The Cotton Textile Institute, the industry's trade association, had won the American Trade Association Executives' 1932 Award for outstanding achievement as an association.

From all reports, this code is working very successfully in the cotton industry. It is due to the fine spirit of coöperation among the various units. Wages have been materially increased and stabilized, and George A. Sloan, president of [Continued on page 47]



Repeal of the Eighteenth Amendment has necessitated a code for liquor interests. Representatives (left) are conferring with NRA officials.

This looks like school—and it is. The students, however, are jobless men and women who hold the key positions in Dayton's ten self-help "production units." These leaders are given a five-day "institute" course in business principles and methods, particular attention being given to budgeting and financing operations of the highly diversified units. A list of products from the units runs long and ranges from rugs to chickens, fire-wood to clothing.



Photo: Frank M. Betz.

Dayton's Self-Help Plan

By Frank D. Slutz

DAYTON, Ohio, like every other city in the United States, has had to face the problem of extensive unemployment among its citizens. No community is satisfied to meet this entirely by the enlargement of its charities because such an attack upon the social disease of enforced idleness is not a cure. Charity must be extended to all who need such relief, but statesmanship demands that people be helped to help themselves.

Dayton's adventure into turning unemployment into an opportunity for happy living is told here in the hope that the recital may offer suggestions to other cities trying to meet the same pressing problems of the times.

It started in the spring months of 1932 when Dr. Elizabeth Nutting, of the Dayton Council of Social Agencies, began to lay plans for a creative attack upon community idleness. She was commonsensical enough not to set up a plan of her own and impose it upon the unemployed, for she knew that there is a charity in ideas as well as in things, and that neither kind increases the self-respect of the recipients. So she invited some of the unemployed into a conference. From that beginning, the "production units," the core of the Dayton plan, have grown out of the

Upwards of 400 poor families in this community now earn livings at productive, creative work in shops and on a coöperative farm.

thinking and planning of those who are members of them.

Each of the ten units has a headquarters, either in a residence taken over for the purpose or in some other type of building that best meets the unit's particular needs. In these headquarters, the members gather to work. Raw materials are furnished by the Dayton Welfare Department. Unit members make these into finished products, turning over enough of these to the Welfare Department to pay for the raw material used. This makes each unit a pay-as-you-go organization. The finished products that remain are traded in at the Welfare Department for food supplies or exchanged among the units. Since different products are turned out by various units, there is opportunity for a wide exchange among them by barter.

UNIT members, except for the care-takers of the headquarters, live in their own residences. The rent for these residences can be paid in finished products. If a landlord wishes products not made by the unit where his tenant works, these products may be fur-

nished by another unit and paid for, by the tenant, to that unit, in terms of his own products. To some degree, however, the relief organizations of the city are still having to help with the rentals.

Among the unit-originated products are these: woolen comforts, rebuilt shoes, soap, women's house dresses, girls' and children's dresses, men's work shirts, overalls, fire-wood, canned fruits and vegetables (the latter are raised in the unit gardens), wool-felt blankets and overcoats (made from discarded wool felt strips secured at paper mills), twelve hundred loaves of bread daily, chickens and eggs. One unit recently bartered for some young hogs which will be fattened and used for meat.

That, in brief, is the plan. Does it work? Do unemployed men really respond to an opportunity to help themselves? The answer is such cases as C—— and W—— and many others that could be cited.

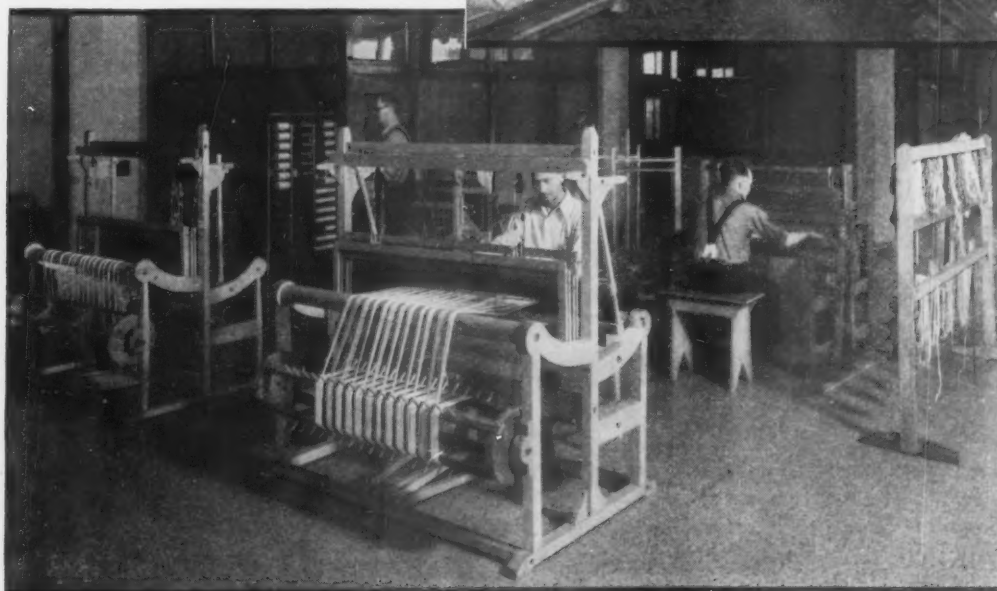
His heart full of hatred and a desire for revenge, C—— worked secretly in a dingy basement making a bomb to destroy a building owned by a man who had caused him heavy money losses. Two years before, C—— had filled a responsible position with a railroad. Came "retrenchment"—and the loss of his job. Hoping stoutly, he searched vainly day upon day for work. A bank failure wiped his sav-

ings out completely. Hope gave way to despair and despair to bitterness and bitterness to violent hatred. It was then that he began making his bomb. He would pay society back for its heartless treatment of him. Before the bomb was finished, a friend asked him to attend a meeting of a production unit. He went to that meeting sullenly and without interest. He left it with his bitterness replaced by a new hope. He applied for membership in the unit and he is now its manager.

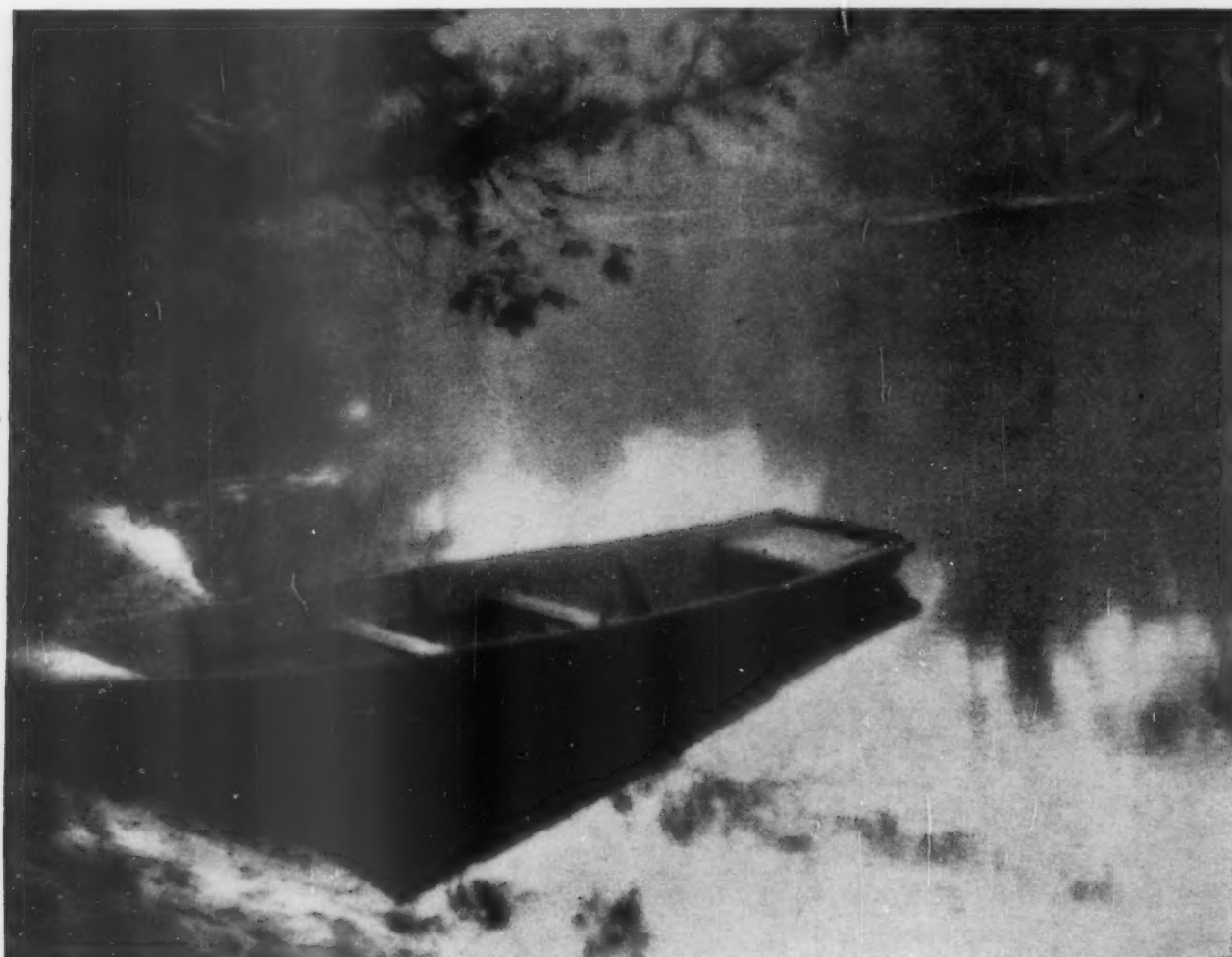
NOW he is giving sixteen hours a day to this adventure in coöperation, taking less in return than he might have for the asking, so as to prove his loyalty to the enterprise. He has achieved a new belief in society, in a better kind of society, in a more unselfish type of society. His unit is one of the most successful in the city.

[Continued on page 50]

One self-help unit (below) specializes in making hand looms which are used to make fine hand-woven cloth.



These racks of piping hot bread are part of one unit's daily output of 1,500 loaves. The bread is distributed to unit members or is sold to a store. The bake-shop and the equipment are shared by a baker in East Dayton who is given coal and flour in return. Much ingenuity is shown by the various unit members in securing materials and facilities for carrying on their diversified activities.



A Kentucky Idyll—Photograph by Bernard B. Conheim, Chicago, Ill.

[FIRST
PRIZE]

Four Prize-Winning Pictures

THIS camera study and those on the three following pages will be a real treat for the lovers of fine photography. And they should be doubly interesting for they have been judged the best of 2,703 photographs submitted by 496 entrants in THE ROTARIAN'S 1933 Vacation Photograph Contest.

"A Kentucky Idyll," remarkable for its excellent composition, brings to its creator, Bernard B. Conheim, of Chicago, the first prize of \$200.

"Sanctuary on the Gaspé," a boating scene snapped in France, won for Clarence E. Premo, of Potsdam, N. Y., the second prize, \$100.

And two prizes of \$50 each, for third and fourth places, respectively, go to Thurston Hatcher, of Atlanta, Ga., for "Silver Lining," and to George Nakash, of Sherbrooke, Que., Canada, for "St. Francis Valley."

Each of these pictures has a subtle charm of its own, no doubt the result of careful study of the subject, the lighting, and a thorough familiarity with the capacity of the camera used. The effective use of shadows to achieve design is especially notable in

the first, second, and fourth prize-takers. The third, however, gets its effect from the play of masses of graduated intensity.

Five entrants received Honorable Mention. Their names will be announced in the February number.

The judges of the contest were three photographers of national and international renown, all Rotarians. They were: Pirie Macdonald, of New York; William A. Graber, of Chicago; and George W. Harris, of Washington. To them goes a meed of praise for painstaking and conscientious effort. Theirs was a labor of love, and they have discharged it with credit to themselves, their profession, and to THE ROTARIAN.

It has been especially gratifying to have had such wide participation in this contest. In addition to the wide response from the United States and Canada, other parts of the world were represented as follows:

Australia, China, Cuba, Costa Rica, Czechoslovakia, England, Holland, France, Germany, India, Manchuria, Mexico, Newfoundland, New Zealand, Norway, Peru, the Philippine Islands and South Africa.—THE EDITORS.



Sanctuary on the Gaspé

[SECOND
PRIZE]

Photograph by Clarence E. Premo, Potsdam, N. Y.



Silver Lining

[THIRD
PRIZE]

Photograph by Thurston Hatcher, Atlanta, Ga.

St. Francis Valley

*Photograph
by
George Nakash,
Sherbrooke, Que.,
Canada*

[**FOURTH**
PRIZE]



The ROTARIAN

Published Monthly by

ROTARY INTERNATIONAL

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While a world organization, Rotary International is an employer of labor in the United States and as such has signed the Employers' Agreement of President Roosevelt's Reemployment Program.

Editorial Comment

Man's Short Memory

SALVADOR de Madariaga bares an important but often overlooked fact in his article when he points out that disarmament is the logical end and not the beginning of a movement to bring universal peace on earth. But he could have gone further. He could have given additional suggestions on how to lay the back-log of coöperation which he cites as essential. In principle, no doubt, he would agree with General E. J. Higgins, international leader of the Salvation Army, that this must come through a persisting education not so much of adults as of the oncoming generation.

"The horrors of the Great War," General Higgins observes in the *London Daily News* of recent issue, "are receding from the mind of the present generation, and unless it is possible to create a will to peace based upon the moral and spiritual convictions of the peoples of the world, passions will be as readily aroused tomorrow as in 1914, and we shall find ourselves launched upon a 'next war' that will be absolutely catastrophic—indeed, the grave of civilization."

If you think General Higgins' analysis is wrong, you need but ask any boy or girl under twenty to give his or her impressions of the Great War. Quite likely you, whose recollection of the "war to end war" is so keen, will be surprised. Despite history books, even the realism of moving pictures, a glamor of romance seems to be increasing in the picture of war carried by young minds.

Perhaps, as a cynic once remarked, man is the animal that has no memory.

The Last Drop, Too!

TO SAY that 1934 convention plans are percolating right merrily over at Detroit, is merely to be consistent with one of District Governor Joseph B. Mills' favorite stories.

"If you look at the map of Michigan," he recently

remarked to a group of friends, "you'll see why I can say that Rotary in this state is like a big cup of coffee. Then, because District Twenty-three takes in part of Ontario, and because we know the clubs up there are among our best, I like to refer to them as the 'cream on the coffee.'"

"But," someone suggested, "that's rather hard on the clubs along the southern boundary of Michigan, isn't it?"

Governor Mills' eyes have a way of twinkling. They did so at this moment.

"Ah!" he said, "*this* cup of coffee is good to the last drop!"

An Ounce of Prevention

BOYS work enthusiasts sometimes find it difficult to reduce the social benefit of their efforts to dollar and cent terms. It is both interesting and encouraging, therefore, to learn that those engaged in preventing delinquency in Illinois have isolated figures from the records of three state institutions which clearly demonstrate that it pays to check delinquency before it matures into crime.

The following figures merit study. They cover the period since 1929 when Illinois embarked on a program of active juvenile delinquency prevention—at an annual cost of \$7,000. St. Charles is a reformatory for boys; Pontiac and Joliet are prisons for adults.

	St. Charles	Pontiac	Joliet
1933	279	869	869
1932	449	1,081	945
1931	559	884	1,021
1930	610	802	1,060
1929	660	919	1,066

The per capita costs for the year ended June 30, 1932, were for St. Charles, Pontiac, and Joliet, respectively, \$552.44, \$283.51, and \$285.20. Thus the saving to taxpayers arising from this decreasing delinquency in the last year for which figures are available exceeds \$210,000—a figure which is sufficiently large to win

the approving attention of any Illinois citizen who feels that his taxes are too high.

Credit for this achievement can not, of course, be given to any individual, nor, indeed, any organization, although the Big Brother movement has been notably active in Illinois for the past three years. Rather, the explanation is to be found in the growing understanding among adult citizens of the simple fact that it is good citizenry as well as common sense to give a thought to the boy *before* he has gone seriously wrong, rather than to mete out heavy—and *expensive*—punishment after he has been convicted of crime.

Hamilton Does It

NOT so long ago a contributor to THE ROTARIAN gently lampooned the fellow citizens of one Mr. Hiram Stickum, of Stickum, Goode & Proper, glue manufacturers, who fêted him with a banquet upon the occasion of his leaving the community to set up his business elsewhere. The satirical vein held up rather well to the very last line, when came the question, "Next time, instead of giving some fellow a dinner for moving away from this town, why not give one to some fellow who moves in?"

At Hamilton, Canada, a correspondent writes, this suggestion was anticipated five years ago. He notes that "We have an annual dinner for all business executives who have moved in within the previous twelve months. Our city has 160,000 population, and this list runs anywhere from thirty to fifty each year. They are entertained by the Hamilton Chamber of Commerce."

He then adds a thought of especial import to Rotarians:

"As these men come to Hamilton, regardless of whether their competitors are members of our club or not, I endeavor to take them to one of our luncheons. In this way, they are introduced to quite a number of business men—and I must say that I get a lot of joy out of it too."

No doubt. And so would other Rotarians doing likewise.

\$50,000 Per Crash

WHEN you read of a fatal motor accident, make a note in your mental bookkeeping for a community debit of \$50,000. And that figure, according to Sidney J. Williams, director of the Public Safety Division of the National Safety Council, is a "conservative estimate."

His opinion is based on the accepted assumption

that the economic value of a life averages \$30,000. He takes account of the fact that for every automobile fatality there are some thirty-five non-fatal injuries, and for every injury there are at least four accidents involving property damage. With the total bill for accidents of all kinds in the United States running to a billion and a half dollars, simple arithmetic reveals that \$50,000 may be properly used as the community cost per fatal traffic accident.

But if money does not talk convincingly on this subject, consider the cost in human life. We think of wars as being major national catastrophes, yet as destroyers of life they are hardly to be bracketed with traffic accidents.

For example, in all the wars engaged in by the United States—the Revolutionary War, the War of 1812, the Mexican War, the Civil War, the Spanish-American War, the World War—fewer than 300,000 men were killed in action or died from wounds. Alongside those figures should be laid these, cited by D. C. Duncan, safety engineer for the Appalachian Electric Power Company, to wit: In the past fifteen years, a period approximating the duration of those six wars, Americans killed by or dying from injuries received in motor accidents total 325,000!

Surely, here is a field of community service that merits intelligent consideration from Rotarians, acting as individuals or as clubs. Almost every nation has an organized accident-prevention movement. Facts have been gathered. Methods have been formulated to reduce the accident toll. The need of the moment is for campaigns of education and for improvement of traffic regulations and conditions.

Rotary in Colombia

HERE is an excerpt from a letter that was not written for publication. It offers, in part, an answer to the question why Rotary is steadily forging ahead in lands other than the one in which the movement began. The author is Hubert W. Baker, of Barranquilla, Colombia, governor of the Sixty-eighth District.

"Have just returned from a twenty-five day trip. Used river boat, hand-car, railway, mule, bus and automobile. Very interesting, very strenuous and, I sincerely hope, beneficial to the district.

"As the days go by one realizes what a tremendous task Rotary has mapped out for it. Complications in many lands, political, economic as well as social. South America is passing one of its worst periods in nearly every one of these aspects. We must work in and out of season if anything is done that will be worthwhile. We need a program of comprehension, an awakening of a Rotary conscience."

On to Detroit!

—for the 25th Annual Rotary Convention

A great Economic Conference

—to survey Rotary's part in the restoration of world commerce to prosperous conditions.

A great Industrial Conference

—where men of some 60 countries can meet with those of their own vocation to discuss the changing standards of business.

A great Conference for International Understanding

—for the furtherance of Rotary's sixth object—where each of us may enjoy a personal share in the world fellowship of Rotary.

A great Legislative Conference

—where we can plan the continued advancement of Rotary.

Detroit, the Great Lakes Gateway between the United States and Canada, is admirably situated for such an international gathering as Rotary's annual convention, because of the long tradition of friendly relations between these two great nations.

Detroit is an outstanding example of our modern industrialized civilization. It has attained world leadership in the motor industry through its pioneering in mass production. Many opportunities are there available for studying the effect of industrialization upon our world economic order.

Detroit offers admirable facilities for our twenty-fifth annual convention—a commodious and attractive convention auditorium which has space for all group assemblies as well as the plenary sessions and entertainments; ample hotel facilities of the first class; a variety of interesting summer excursions by every means of travel; an energetic Rotary club of some 320 members actively supported by fifty-two other Rotary clubs in Canada and the U.S.A. composing the Twenty-third District of Rotary.

It is my great pleasure as well as my duty to issue this, the Official Call for the twenty-fifth annual convention of Rotary International, to be held June 25, 26, 27, 28, and 29, 1934, in Detroit, Michigan, U.S.A.

Each Rotary club is entitled to one or more official voting delegates. As a Rotarian is expected to attend club meetings so clubs are expected to be represented at annual conventions. Article VI of the By-laws of Rotary International gives full information as to the rights and responsibilities of a club with reference to the annual convention, delegates, alternates, proxies, credentials, registration fees, etc., and Article VIII gives information regarding hotel arrangements.

Not only official delegates but all Rotarians and their ladies are cordially invited and strongly urged to attend our coming convention at Detroit.

Attest:

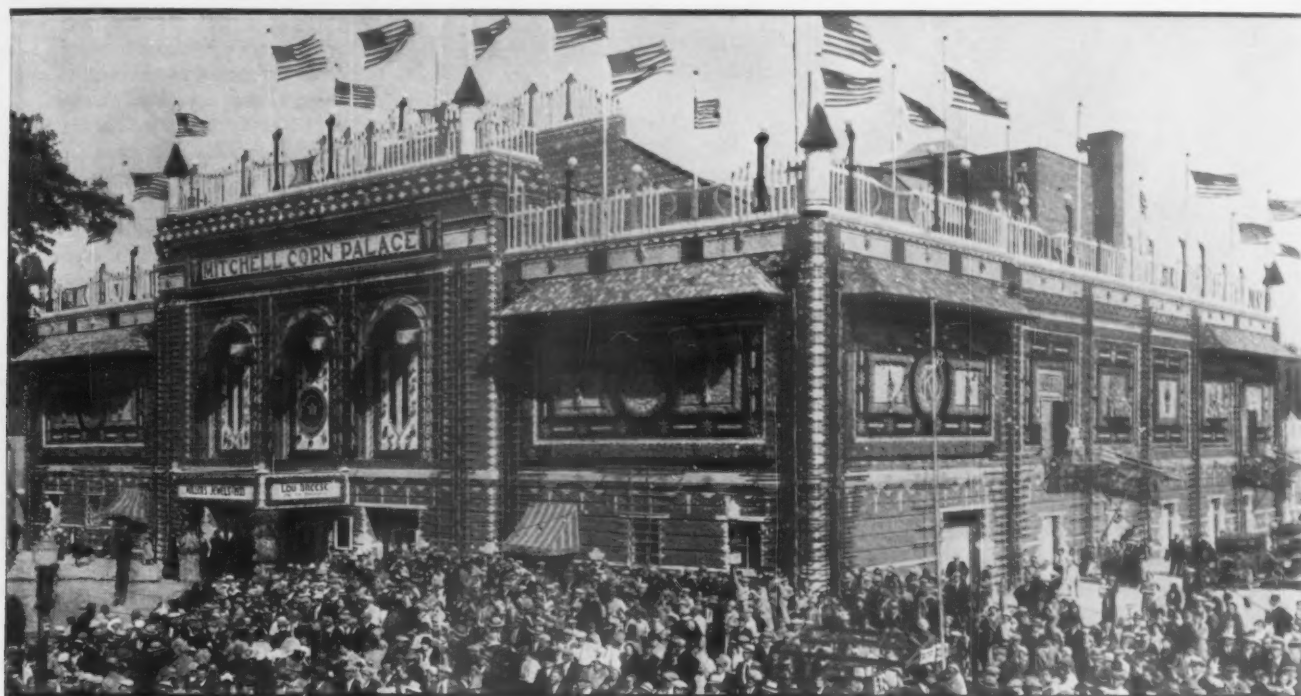
Charles R. King

Secretary, Rotary International



John H. Nelson

President, Rotary International



Mitchell, South Dakota, has become famous for its Corn Palace and Corn Palace Week held annually at harvest time; but this year when funds ran short, the Mitchell Rotary Club underwrote the cost of one of the panels, as did other local organizations, thus enabling the maintenance of this unique Western feature.

Rotary Around the World

These items gleaned from hundreds of letters and bulletins from all over the world reflect how Rotary's aims and objects are put to work.

Czechoslovakia

Building Swimming Pool

USTI NAD ORLICÍ—A beautiful swimming pool was recently completed and dedicated to their city by members of the Usti nad Orlici Rotary Club. Rotarians from Ceska Trebova, Vysoke Myto, and Zamberk met with Usti nad Orlici Rotarians to observe ceremonies in connection with the dedication of the swimming pool.

Ireland

Hold Rotary Conference

Rotarians of Dublin, Belfast, Cork, and Derry met recently at a conference to discuss Rotary and social problems. A part of the meeting was given over to fellowship gatherings, to golf matches, and to theatrical and musical entertainment.

Japan

Entertain Orphans

TOKYO—Two hundred and fifty-three orphans were given an outing recently by Tokyo Rotarians. Members and their families helped entertain the children at a local amusement park.

China

Distribute Toys

SHANGHAI—Never was there a merrier institution than the Toy Hospital operated again this year by members of the Shanghai Rotary Club. Through the help of local newspapers, discarded

playthings and broken toys were gathered at various receiving depots throughout the city, then rushed to the Toy Hospital for surgical treatment. Thus more than 5,000 toys in good condition were distributed to children in various institutions in the city at Christmas time.

Austria

Honor Otto Böhrer

VIENNA—For his work in organizing an exhibition commemorating the adoption of the metric system, Dr. Otto Böhrer, chairman of the European Advisory Committee, has been made a Commander of the Legion of Honor by the French government.

Siam

Aid for Lepers

BANGKOK—Bangkok Rotarians are contributing substantially to the support of a nearby home for lepers, and have sponsored an effective safety first campaign.

Romania

Third Annual Conference

TIMISOARA—Seventy Rotarians and their wives from Arad, Brasov, Bucarest, and Cernauti, met with Timisoara Rotarians recently for the third annual conference of the Rotary clubs of Romania. During the conference, representatives from each club reported on activities of the past year and plans for the future. Questions pertaining to the various phases of Rotary activity were thoroughly discussed.

Australia

Friendship Grove

HOBART—A vigorous campaign to beautify waste places in and around their city, has been initiated by Hobart Rotarians. As a beginning, reclaimed land adjoining a residential section has been planted with a beautiful avenue of silver poplars. This is to be known as The Grove of Friendship—a symbol of united cooperation for the general welfare of the city.

Peru

Lectures

IQUITOS—A series of cultural lectures are being presented gratis by the Rotary Club of Iquitos. Effective work is also being carried on for the establishment of an Infant Home and Milk Fund.

England

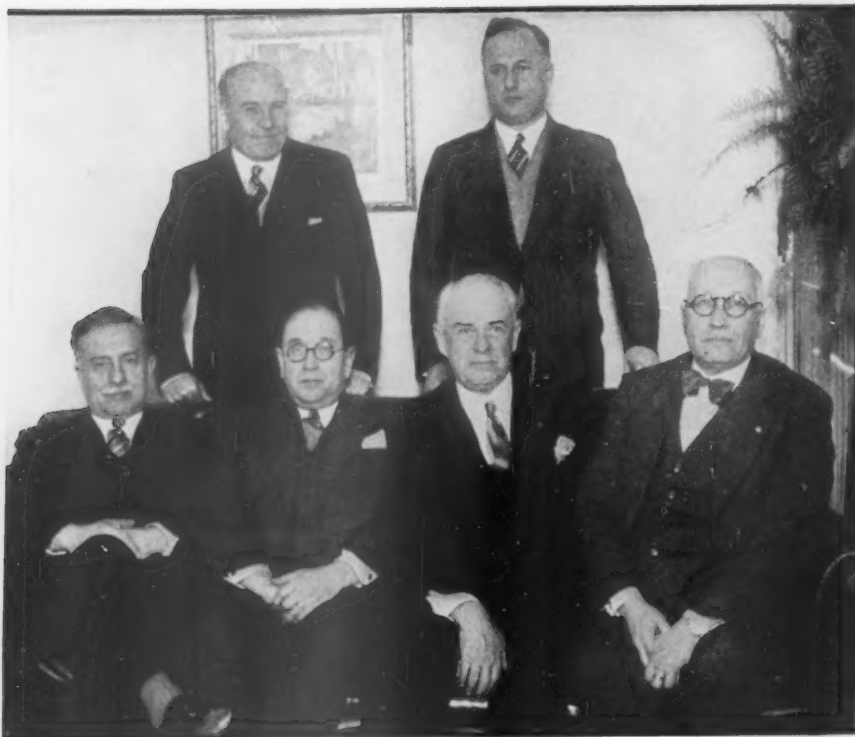
For Unemployed

BARKING—A successful appeal for donations to be used in sending unemployed men to a local fellowship camp, has enabled the Barking Rotary Club to provide funds for a number of jobless men.

Spain

Found Kindergarten

MADRID—Members of the Madrid Rotary Club have completed the task of establishing a kindergarten which they presented to their city.



An unique group is this—all the former governors of the Sixty-third District of Rotary International (Argentina, Paraguay, and Uruguay) since its establishment. Seated (left to right): Dr. Cupertino del Campo, Dr. David J. Spinetto (present governor), Don Heriberto P. Coates, and Ing. Donato Gaminara; standing: Dr. Alfredo Colmo and Ing. Francisco Marseillan.

Newfoundland

Supply Food and Clothing

ST. JOHN'S—In addition to assisting local hospitals, asylums, and other social institutions through the group system, St. John's Rotarians are providing large supplies of clothing, milk, and groceries for the poor.

Philippine Islands

Spectacles for School Children

MANILA—As their contribution to the local Child Health Day, Manila Rotarians donated one hundred pairs of eye-glasses for poor children with defective eyesight.

New Zealand

Welcome

AUCKLAND—More than 2,500 Rotarians and guests gathered at a public reception in the Town Hall to welcome home Governor Thomas C. List (Fifty-third District) and Rotarian Frank Milner upon their return from post Boston convention journeys. Addresses were delivered by

Sir James Parr, leader of the Legislative Council (representing the New Zealand government) and by Rotarian A. W. Averill, the Primate of New Zealand. Rotarian George W. Hutchison, mayor of Auckland, was chairman of the evening. Rotarian Milner presented an autographed portrait of President Franklin Roosevelt to District Governor List—directed to "The Rotarians of New Zealand with kind regards from Franklin D. Roosevelt."

Canada

Medical Care for Children

NEW GLASGOW—Under-privileged children with defective eyesight are being provided with glasses and given other treatment by New Glasgow Rotarians. More than a thousand dollars is raised by the New Glasgow Rotary Club each year to supply needy children with milk and other food.

Carnival Aids Playground

SACKVILLE—Funds from a carnival recently sponsored by the Sackville Rotary Club were used to carry on the supervision and improvement of a local playground.

Entertain Unemployed

REGINA—Under an organization named the "Regina Winter Activities," sponsored and directed by the Regina Rotary Club, unemployed men are taking part in a wide program of entertainment. This includes dances, athletics, concerts, theater programs, bridge and whist tournaments, and holiday entertainments. Each activity is headed by a committee of fifteen. Five of the members on each committee are Rotarians, ten are selected by the unemployed themselves.

Collect Clothing

WINNIPEG—A series of shows for children in eight city theaters was recently held under the auspices of the Winnipeg Rotary Club, the "price" of admission being some article of clothing for the destitute. Through local publicity, an unemployed men's commission suggested donations of articles of clothing which were especially needed.

Newspaper . . . Radio

ST. CATHARINES—With great success St. Catharines Rotarians in late fall enlisted the aid of citizens in raising funds for the care of crippled children. Members of the Rotary club sold advertising space in a special eighteen-page edition of the St. Catharines *Standard*, which was donated to the club along with three days time on new Radio Station CKTB. Both the journal and radio station are owned by Rotarians. Members of the club also secured local artists to donate their services for the radio programs.

The entire receipts from all the advertising, more than \$2,550, went into the Crippled Children Fund of the club. The services of the club in the interest of crippled children now extend throughout the local county, with an annual expenditure of more than \$2,000.

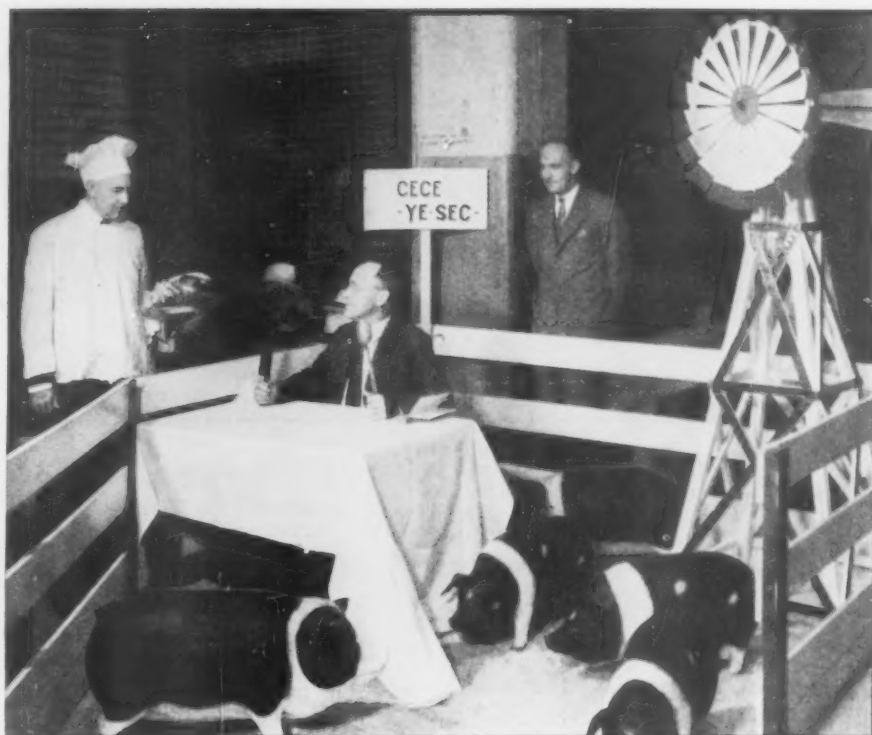
Third Annual Rotary Fair

SHERBROOKE—"Standing Room Only" had to be posted when Sherbrooke Rotarians and members of other civic organizations met to learn that their third Rotary Fair for charity, held recently, netted over \$3,000.

When thirty 4-H club boys in the vicinity of Norwich, New York, were found unable last Spring to finance poultry and potato raising projects, local Rotarians stepped in. Each boy was sponsored by a Rotarian, and a business agreement signed whereby this Fall two roosters were returned in payment for 25 chicks, and a bushel of eating potatoes were returned for a bushel of certified seed. At a recent meeting of the Rotary club the boys exhibited their produce and prizes were awarded.



"Ye Hon. Sec.," as Cecil Howes, secretary since April, 1917 of the Topeka (Kansas) Rotary Club, signs letters to fellow members, was given special service at a recent luncheon of that club, held at the John Morrell & Company local plant. President Roy Linscott is the handsome waiter who is teasing Cece's appetite, while Rotarian Robert Othwaite (right), host, looks on.



United States of America

Busy Dental Clinic

EASTON, PA.—Because it was felt that their appropriation for an annual Christmas dinner for needy children was a duplication of other efforts, Easton Rotarians last year used their fund for the establishment of a dental clinic. Entering upon the second year of this activity, the Easton Rotary Club now provides the services of five dentists. A recent report shows that three of them have treated nearly 600 little patients.

Headliners

DALLAS, TEX.—The Honorable J. F. T. O'Connor, comptroller of currency of the United States, and the Hon. Jesse Jones, chairman of the Reconstruction Finance Corporation, addressed a gathering of more than a thousand at a recent meeting of the Dallas Rotary Club.

For Youth

PAWHUSKA, OKLA.—For more than seven years the Pawhuska Rotary Club has maintained a clinic for crippled children in their county. Also, several boys have been enabled to continue in school through assistance of Pawhuska Rotarians.

250 Acre Scout Camp

IOWA CITY, IA.—Always having taken a keen interest in Scout activities, Iowa City Rotarians a few years ago purchased 250 acres of native timberland, near their city, for a Boy Scout camp. Through the efforts of a member of the Iowa City Rotary Club, Mr. John B. Snow of London, England, became so enthusiastic over the project that he made possible the erection of one of the most popular and attractive Scout cabins in the Middle West.

Inter-district . . . Inter-City

OBERLIN, KANS.—So thoroughly did Rotarians from eight clubs in the Eighth and Nineteenth Districts enjoy a recent inter-city

meeting at which the Oberlin Rotary Club was host, that a resolution was passed to make it an annual affair—with the Rotary Club of McCook, Nebraska, host for the next year. Governor Robert E. Mohler (Eighth District) and Governor Hugh A. Butler (Nineteenth District) addressed the 290 Rotarians present.

Annual Duck Dinner

BURLINGTON, IA.—A live mallard duck bearing an announcement of a duck dinner, proved an irresistible invitation to District Governor Gerald W. Hunt and to a dozen or more Rotary clubs in the Eleventh and Forty-fourth Districts. Burlington Rotarians have made this dinner an annual event which has developed into an eagerly awaited inter-city and inter-district gathering.

Better Yards and Gardens

MILFORD, DEL.—Determined that their community should remain a garden city, Milford Rotarians last spring sponsored a yard and garden contest, and a tree planting campaign. So effective were they that Milford citizens have established a permanent Garden Club open to all local residents. More than fifty cash prizes were awarded in the two divisions (school children

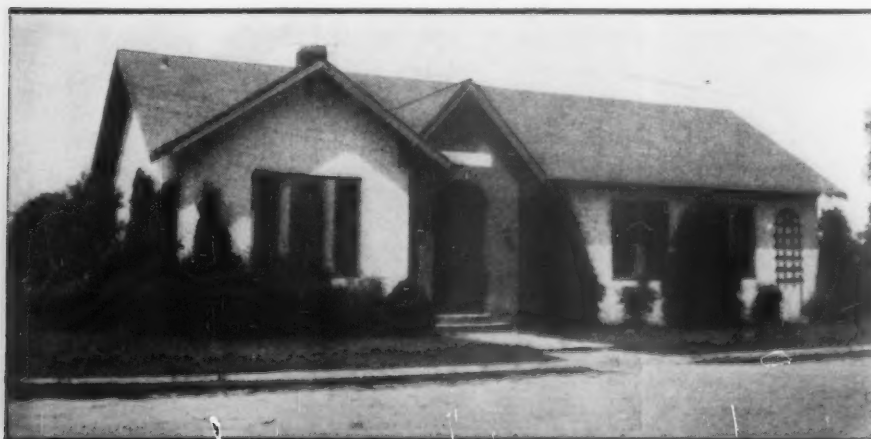
and adults) in a public presentation ceremony recently. Prize funds were donated by the Rotary club, nurseries, and by hardware stores and other local business houses carrying garden equipment.

Fraternize with C. C. C.

WINONA, MINN.—When visits to a nearby Citizens' Conservation Camp revealed that the boys were in need of reading material, Winona Rotarians immediately searched magazine racks and reading tables for sufficient books and magazines for all those at the camp. During the period in which this camp was in operation near their city, Winona Rotarians had from one to four officers who are in charge, as weekly guests to describe the erosion prevention work in their area, and the recruiting, housing, and feeding of the young workers.

Scouts in Reform School

CLARKSBURG, W. VA.—Back in 1918, local Rotarians established the Boy Scout Council for the Clarksburg Area with a three year budget of \$15,000. This was twice the amount asked and broke the record for such a campaign, in that



When the Community Club of Ruleville, Mississippi, initiated a movement for a free community house for all local citizens, each member of the Rotary club took an active part by contributing \$100 toward the project. Since its completion in 1927 this attractive building has been the meeting place of the Rotary club. Net proceeds from Rotary luncheons which are provided each week by the ladies of the Community Club, is applied toward the debt on the home, practically all of which has now been paid.



Here is a unique 100% meeting. All of the 15 members of the Mt. Vernon-Lisbon (Iowa) Rotary Club and their wives drove 122 miles (round trip) to celebrate this anniversary meeting and ladies night of their "parental" club at Belle Plaine, Iowa.

time. Clarksburg Rotary has recently established the Boy Scout in the Pruntytown State Reform School for Boys. This troop has just won the first President Roosevelt Award in the Clarksburg Area. Two more troops are being organized, also financed by Clarksburg Rotary. The school officers report a marked improvement in the morale of the boys, all being keen to gain membership in the Scouts, a training which they will take back to their homes throughout the state.

Message to Uruguay

BROOKLYN, N. Y.—Brooklyn Rotarians had as their guest speaker, Prof. Samuel Guy Inman, of Columbia University, just before his departure as delegate to the International Conference at Montevideo, at which twenty-one different nations of the American Continent met to try to effect a program of world peace. Appointing Professor Inman their envoy, Brooklyn Rotarians sent a message of cordial greeting to the Rotary Club of Montevideo.

Free-throw Tournaments

RUTLAND, VT.—In connection with the Southern Vermont Basketball Tournament sponsored yearly by Rutland Rotarians, state free-throw contests have been held the past few years. Desirous of developing this competition into a New England free-throw tournament, and if possible a national one, Rutland Rotarians will be very much interested in hearing from any other Rotary clubs who might wish to cooperate in supervising free-throw tournaments in their cities.

Sponsor Scout Jamboree

SAN BERNARDINO, CAL.—More than 3,000 individuals attended the Boy Scout Jamboree held recently by the Rotary clubs of Redlands, San Bernardino, and Colton, California. Twenty-eight troops participated in this dramatized exhibition of Boy Scout activities showing all the steps from the time a boy enters the organization until he attains its highest goal. Prizes were awarded the troops bringing the greatest number of spectators. District Governor Edward B. De Groot (2nd District), Scout Executive of Los Angeles, gave the principal address.

Honor 10-Year Secretary

JOHNSON CITY, TENN.—For more than ten years Rotarian Cleve Coe served faithfully as secretary and treasurer of the Johnson City Rotary Club. Upon his resignation from the club to assume a responsible position under the Tennessee Valley Authority, Johnson City Rotarians bade farewell to Rotarian Coe at a special meeting, passing a resolution of grateful appreciation for his inspirational service.

Old Time Rotary Meeting

ALBANY, N. Y.—Visiting Rotarians at a recent meeting of the Albany Rotary Club were astonished to find their classifications announced as "Kerosene Lamps," "High Button Shoes," "Horse Whips," "Mustache Cups," etc. Albany Rotarians who had presided over the destiny of the club twenty years ago were in charge of the program. Old time songs were sung, and re-

ports of yesteryear read. The principal part of this program was a report of one Rotarian's trip to Europe in the summer of 1913, in which was brought out the unlikelihood of a world war, the impractical nature of gasoline buggies, and the impossibility of flying across the Atlantic.

Try "Big Brother" Idea

DOYLESTOWN, PA.—Private welfare work on the part of Doylestown Rotarians revealed that a number of boys in the community, with but one parent or none, needed the guidance and personal interest of some responsible adult. Though their city is not a large one, the suggestion was made that a "big brother" movement be inaugurated. The result was that a large number of club members volunteered for this service, which is working very successfully.

Aid in 4-H Work

SAN ANTONIO, TEX.—Trips to the 4-H encampment at the Texas State Fair were recently provided by San Antonio Rotarians for the outstanding 4-H boy and girl in the county. Both young people later appeared before the club and reported on the value of their trips in furthering 4-H work during the coming year.

Fine Sportsmanship

LA CROSSE, WIS.—Several years ago the La Crosse Rotary Club and other civic organizations contracted to purchase a Boy Scout camp near the city at a cost of some \$6,000. A recreation hall and cabins were erected—then came the depression, and La Crosse Rotarians were presented with an unpaid bill of more than a thousand dollars. Though it has been a real sacrifice, the Rotary club assumed this debt.

A Book per Member

BALLSTON SPA, N. Y.—Each member of the Ballston Spa Rotary Club recently donated a juvenile book to the library of a nearby industrial school.

Congratulations to the Newcastle (Pennsylvania) Rotary Club for having in its membership two fathers and sons (left to right: Dr. L. W. Wilson Sergeant and Paul Wilson Sergeant; Fred L. Rentz and Jacob F. Rentz); also for having recently completed twenty successful years as an active cog in the Rotary wheel.





Those who attended the 1932 convention of Rotary International at Seattle will remember the fine entertainment provided by the Aberdeen (Wash.) High School Boys Band. Two reasons why the band has won first place in the thirteen contests in which it has competed in recent years are that its director is Rotarian Louis Wersen and that it is sponsored by and receives the support of the local Rotary club and other service and civic organizations. Recently graduates have formed an "alumni" band to further community interest in music.

Aid Library

PRINCETON, IND.—In order that their public library might remain open in 1934, Princeton Rotarians have given considerable assistance to their library board, especially in the matter of providing sufficient current reading material.

Puzzles for Children

UNION CITY, IND.—A huge box of jig-saw puzzles, old and new, collected from homes of Union City Rotarians, was recently sent to the Rotary Riley Convalescent Home in Indianapolis. This convalescent home, it will be remembered, was erected at a cost of some \$276,000 by Rotarians of the Twentieth District.

Relic Recalls History

WINCHESTER, VA.—In memory of a delightful visit with Rotarian Alfred Edwards of the Rotary Club of Middlesborough, England, paid them over a year ago, Winchester Rotarians recently presented the English club with a Rotary emblem—carved from wood taken from historic Fort Loudoun. This was built by George Washington in pre-revolutionary times.

Unique NRA Float

BRISTOL, R. I.—Among many Rotary clubs taking an active part in NRA parades is the Rotary Club of Bristol. Its entry was a notable one in a parade participated in by more than 6,000 people and over a hundred floats. At the head of their group marched one Rotarian carrying the Rotary standard; immediately following him rode three young horsemen abreast of one another with each horse bearing a single letter of N.R.A. Six horses immediately following spelled the word "Rotary." The blue smocks and orange berets worn by those in this section of the parade carried out the colors of Rotary.

Intercity—International

WILLISTON, N. D.—For several years Rotarians of Estevan, Canada, and Williston have been holding an international meeting, each club taking turns as host. Though the two clubs are more than a hundred miles apart, Williston Rotarians are jubilant over the fact that attendance for both was almost 100 per cent at a recent meeting. The program was almost entirely devoted to a discussion of International Service.

Thrills for Orphans

COLUMBIA, S. C.—Five hundred orphans and other underprivileged children attended the South Carolina state fair recently under the auspices of Columbia Rotarians. Free admission to shows and various riding devices was provided for them, but probably the longest remembered of all these diversions was a small amount of spending money given to each child to use as he pleased.

Hold Junior Olympic

CHINO, CALIF.—Chino school boys, just before the opening of the fall term, were given an opportunity to engage in their second Junior Olympic Contest. Held under the auspices of the Chino Rotary Club, this event includes all the usual athletic contests. Ribbons and medals are presented to all the winning athletes.

To Develop Acquaintance

ZANESVILLE, OHIO—Members of the Zanesville Rotary Club were recently informed that at the next meeting, three members of the fellowship committee would each distribute a one dollar bill, though their names were not announced. This stunt began five minutes before the following meeting, and as the thirteenth man shook hands with the first of the three members, he was presented with a dollar. The fourteenth

man to greet the second member of the secret committee also received a dollar, as did the fifteenth Rotarian who greeted the third member of this committee. With variations, a club of any size may adopt this unique scheme to promote fellowship.

Aid 604 Students

ATLANTA, GA.—Starting with the relatively small sum of \$770, subscribed twelve years ago by Atlanta Rotarians, the club now has a student loan fund amounting to \$66,780 from which 604 boys and girls have received aid. Loans made thus far total \$157,013, of which \$97,051 has been repaid; thus the capital of this fund has turned over approximately two and one half times. Interest paid by the students and added to the capital fund to date totals \$8,009.

Country . . . Town

KINGFISHER, OKLA.—Rural acquaintance meetings, for several years a major activity of the Kingfisher Rotary Club, proved especially successful last fall in promoting friendship and understanding between town and country folks. Rural school and church buildings provided the settings, farm women supplied the food, and the Rotarians staged the program.

Rotary School

AMARILLO, TEX.—Past club presidents and others well versed in Rotary work are presiding over a six-week "Rotary School" recently organized by the Amarillo Rotary Club. A lesson one night each week is given to sectional groups into which the club is divided, a different teacher presides at each meeting, during which different phases of Rotary are discussed. This plan is particularly effective in educating new members. It also shows great promise of creating renewed interest on the part of older members.

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Our Readers' Open Forum

Letters are invited from readers offering comments upon articles, setting forth new viewpoints on Rotary problems. They should be as brief as possible.

Forgotten?

To the Editors:

Your article in the December number on the Editorial page entitled "A Word for the Ex," struck a deep responsive chord in me. For four years I was a Rotarian and attended every meeting, sometimes at an added expense and discomfort to myself and the family. I am fifty years old and never have belonged to anything in my life which I liked so much and from which I derived so much pleasure. And then, just about a year ago, through no fault of my own, my business went to the bad and I had to quit and take up something which takes me away so that I cannot attend the meetings. Not only that but my exchequer got so low that I have to conserve. BUT, many is the time since that I would have eagerly welcomed an opportunity to have been at some meeting when perhaps the governor, or some other worthy whom I have learned to know through Rotary, was present. Or I would have welcomed a small part on a program at some of the meetings. But not once have any of the present members even so much as intimated that I come to one of their meetings. I would have gladly paid my own expenses, and the pleasure of attending would have been worth to me many times what my meal would have cost me.

You are at liberty to print this if you wish but for obvious reasons, of course I would not want my name and address to appear, particularly in the numbers which come to the local Rotarians.

I am looking forward with keen pleasure and interest to again joining in the not-far-distant future, under another classification, and I am sure that when the time comes I shall value Rotary and that for which it stands, more than ever before.

AN "EX" ROTARIAN.

NOTE: For obvious reasons, and at his request, we are omitting the name of "Ex-Rotarian."—EDITORS.

"Assumes Too Much"

To the Editors:

Emerson Wesley Harris, in November ROTARIAN supplies the "match" to what I suppose he regards as rubbish needing autumnal burning,—namely, the Medical Profession.

Several defects creep into "Wes's" reasoning:

(1) A doctor gives him an examination, which the State requires as a prerequisite to obtaining a marriage license. Maybe the examination was a good one, maybe not, but,—(a) If not, this being only one doctor, not the whole Profession, why condemn all doctors? On that basis I could condemn all Rotary because a former member of my club recently pleaded guilty to embezzlement,—a crime committed while actually a member. (b) If the examination was not so elaborate as "Wes" wanted,—does "Wes" doubt his marriageability? If so, and if he had thus informed the doctor, the examination doubtless would have been much more elaborate. But the \$2.00 fee, which seems to have irked "Wes," would rightly have been larger.

(2) "Wes" is so generous! He fires his dentist, because he disagrees with the latter concerning so-called "group" medical practice. In other words, the dentist, so far as "Wes" tells us, was all right except he dared to have an opinion on a controversial matter not the same as that held by "Wes."

(3) "Wes" says the Medical Profession, as much as the Ministry, is a Divine calling. Yes; as much as the Ministry. And so are selling goods and services,—any kind of goods and services,—if the slogan, "He Profits Most Who Serves Best," means anything. The doctor as a citizen is responsible for *his part* of the burdens of the community,—ill health and all the rest,—but no more. To be consistent, "Wes's" reasoning would place the responsibility upon the grocer to furnish food, the clothier to dress, the real-estate dealers, builders, and suppliers of building materials, to furnish the houses, for those not able to supply themselves.

(4) A doctor, "Wes's" idea to the contrary notwithstanding, has to make a living. "Wes" says that such a one does not take the needs of his community seriously! But, as in law or business, does not the best and most expert usually make the best living? Does not the smart doctor, who wants to get on financially, see the simple idea that the best way to do it is to be the best kind of doctor?

(5) "Wes" warns that the psychology of doctors had better begin changing or they will go with the Church into the "backwash of a moving society." "Wes" assumes too much, really. The Church is not in the backwash, except in the minds of broad-minded, unbiased "thinkers," like "Wes." As for the "Conservative Forces," the term is too vague!

CLAUDE B. NORRIS, M.D.

Youngstown, Ohio.

Horseshoe Pitching

To the Editors:

Will you please express through the columns of our splendid Rotary magazine my appreciation to the Rotary governors in other countries for their coöperation in giving me information regarding the practice of horseshoe pitching as a sport in their respective countries.

Horseshoe pitching is a hobby with the writer who publishes a National magazine on the sport as well as serving as secretary-treasurer of the National Horseshoe Pitchers Association. I am quite hopeful that through the coöperation of Rotarians in other lands that I may develop this healthful sport to such an extent that we may have it included in the Olympic Games in 1936.

R. B. HOWARD,

Past President, Rotary Club.

London, Ohio.

Repeated in Thirty Counties

To the Editors:

One of the members of the Rotary brought to my attention the November number which carried a most interesting article entitled, "She Couldn't Change a Tire. But—" Needless to say, I enjoyed reading this article very, very much.

This picture shows in an interesting way the work that is being done by the Kenosha County Nurse and which, in the main, is repeated in thirty counties of the seventy-one employing county nurses.

CORNELIA VAN KOOT, R.N.,

Director, Bureau of Public Health Nursing,
Madison, Wisconsin.

"Omissions . . . Striking"

To the Editors:

I have run through Kendall Weisiger's list of titles in the December ROTARIAN with much interest and can commend his selection for the purpose for which he made it up. Every selection of books is governed by personal acquaintance and taste as I well know in working up various lists of books. I feel sure that my own taste is reflected in the book which appeared in June, 1933, from the press of Houghton Mifflin Company entitled *What Books Shall I Read?* In this I have attempted to cite over two thousand important books in the larger fields.

Looking at the lists in THE ROTARIAN from this point of view I find the omissions rather striking and I therefore submit the following titles as worthy additions:

In his group of books for children from eight to twelve, add:

Pilgrim's Progress by Bunyan
Wonderful Adventures of Nils by Lagerlof
Story of Doctor Dolittle by Hugh Lotting
Pinocchio by Lorenzini
Winnie-the-Pooh by Milne

Also the following from the classical tradition:

The Greek Heroes by Kingsley
Adventures of Ulysses by Lamb

For books for boys and girls between the ages of twelve and fifteen I should not omit the following:

The Story of a Bad Boy by Aldrich
Greyfriar's Bobby by Atkinson
Lorna Doone by Blackmore
Bastable Children by E. Nesbit Bland
The Last of the Mohicans and *The Spy* by Cooper
Nicholas Nickleby and *Oliver Twist* by Dickens (in addition to his *Tale of Two Cities*)
The White Company by Doyle
King Solomon's Mines by Haggard
The Aztec Treasure-House by Janvier
Bob, Son of Battle by Ollivant

I should further transfer to the older group the following titles which I believe are older than Junior High School age:

Little Minister by Barrie
Toilers of the Sea by Hugo
Three Musketeers by Dumas
Voyage of the "Beagle" by Darwin
Jane Eyre by Bronte
Ben Hur by Wallace

Brother Weisiger has also included books on various subjects all of which are good but it would be a very great task to work through the various topics so I will stop with the above. I think his method of bringing books together as he has done for the eight books for parents and teachers is the right one. My chief criticism of his article is the difficulty of finding a title since the lists in each group are rather long and do not seem to be arranged by any readily discoverable system such as by alphabet or subject.

It is a delight to run across such an article and I know that Rotarians like to read as the members of our club in Nashville have been patient enough to listen for three years now to a book talk by their fellow-member and have proved their interest by taking the books out from the Business Branch of the Carnegie Library of Nashville.

F. K. W. DRURY
Librarian

Nashville, Tenn.

Looking Ahead in 1934—



DR. C. T. WANG, scholar and statesman, one time Prime Minister and Minister of Foreign Affairs for the Republic of China, honorary member of the Shanghai Rotary Club.

When, last July, Yosuke Matsuoka, the leader of Japan's delegation to the League of Nations, interpreted Japan's "man in the street" to readers of *The Rotarian*, it was promised that a similar story on the Chinese would follow in due course of time. Dr. Wang has accepted the assignment.



Photo: Harris Ewing.

LORD ROBERT CECIL, English statesman and man of letters. Few observers are more intelligently aware of the intricacies of problems that delay world peace, few could better interpret to Rotarians Geneva's efforts for disarmament.

Both Sides

—For Men Unafraid to Face Facts

OUR civilization charges ahead on a hundred fronts. Everywhere, the Old is giving way to the New . . . And to men and nations come problems not to be postponed. Their solution requires a knowledge of facts—and wise judgment.

The Rotarian's debates-of-the-month bring to you *differing* opinion from men whose sincerity and right to your hearing is hardly to be challenged.

You will remember—

That three-fold symposium on war debts—Sir Ernest Simon, Lucien Romier, David Lawrence—last March when that issue was pressing. Those authoritative *pro and con* statements on branch banking, inflation, farm allotment plan, the retail sales tax, motor competition with railroads, capital punishment, licensing the press . . . And that notable debate on the U.S. recognition of Russia which appeared but a few weeks before the actual event.

Your January, 1934, *Rotarian* brings to you a to-the-minute discussion of a problem that interests the world—U.S. liquor control . . . Its timeliness and authoritativeness is typical of debates to come.



Walter B. Pitkin, author of *Life Begins at Forty*, has an invigorating story to tell on practical ways to regain vim and vigor.



Merlin H. Aylesworth, head of the National Broadcasting Company, will reveal what he has learned of the public's radio likes.



Photo: Wide World.

Jean Borotra, member of the Paris Rotary Club and idol of the tennis world . . . Who could better write on his favorite sport?

World Questions Discussed Frankly, Authoritatively

Men Whose Opinions Count

Pertinent Articles

—For the Community Leader

THE *Rotarian* is unlike other magazines that come to your desk. It is built to the reading specifications of the thousands of business and professional men who through Rotary—and all that it implies—have common interests.

Hence, for 1934, pertinent articles by worthy authors such as these—

When to Invest—Roger W. Babson, analyst.
Why Travel?—Stewart Edward White, author.
International Trade Assemblies—Vivian John Carter, English Rotarian, journalist.

Detroit, Convention City—Eddie Guest, poet.
The World and Wheat—Frederick E. Murphy, publisher, *Minneapolis Tribune*.

What of Radio's Future?—an interview with Guglielmo Marconi, father of the wireless.
Politics as a Career—Viscount Snowden.

In, Out, In Again—by an anonymous Rotarian who has re-joined his club.

Europe Turns the Corner—Rudolph Holsti, Finnish statesman and diplomat.

But the space runs short—far too short even to mention the many other features being planned to brighten and round out *your* magazine for the coming year.



Photo: Harris Ewing.

LOUIS McHENRY HOWE, long-time friend and now secretary to the President of the United States. The Editors of *The Rotarian* take pleasure in announcing that he will write on the theme of "Benefits of the Depression."



ANDRE MAUROIS, distinguished French biographer, historian, novelist, dramatist, well known to magazine readers as a discerning commentator on current public affairs.

The NRA is a United States experiment in collective action to right a distraught economic condition. It has, however, attracted world-wide attention. Views differ greatly as to its significance and its chances for success. M. Maurois will tell readers of *The Rotarian* what Europeans think of it.



K. Mikimoto, of Japan. You've heard of farming pearls. He is the genius who started it. Watch *The Rotarian* for his own story.



Frank Milner, New Zealand statesman and Rotarian, will have a message for Rotarians on problems of world wide significance.



Photo: Harris Ewing.

Will Hays, a name synonymous with the motion picture industry. He will discuss current efforts of the cinema to better its product.

Rotary Questions X-Rayed Clearly, Impartially

Crime and Punishment

The following are a few of the letters received, commenting on the two articles in the December number on Capital Punishment by Clarence Darrow and Henry Barrett Chamberlain. These letters represent the opinions of an attorney, a superintendent of a reformatory, and a manufacturer.

Dishonest Politicians One Cause of Crime

To the Editors:

The debate on capital punishment is absorbing. Both sides are right to a degree. Most certainly crime is reduced by the threat of punishment, but just as certainly the cause of crime should be removed, if possible. Experience has proved that capital punishment must be retained, but Mr. Darrow's method of removing the cause of crime is fallacious. Poverty may be one cause of crime, but all poverty stricken are not criminals, and all criminals are not poverty stricken. Rather, let me ask, is not the greatest cause of crime today, dishonesty in the administration and observance of laws by so-called good citizens? Remove the incentive to violate the law! Strike out the profits of the law violator, and then create a wish to do right because right must prevail.

I suggest a Blue Eagle to all individuals who publicly agree to faithfully observe all laws. Of course, with this must come reform in the methods of selecting public officers. All officers should be selected on merit only. Prohibit all campaign expense, even promises; make voting compulsory and not subject to solicitation; abolish the spoils of office, and you take the greatest step toward abolishing the cause of crime. If you think this wrong, just try tracing the cause of commission of each crime to some dishonest politician or officer. Perhaps there would be exceptions, but the percentage would be astounding.

M. D. POWELL

Edwardsville, Ill.

Attorney

"Make the Criminal an 'Asset'"

To the Editors:

Millions of dollars and thousands of lives are sacrificed every year in efforts to detect and convict criminals. If convicted they are fattened in public prisons at the expense of the community. That includes you and me.

The cures generally suggested are to increase public respect for law, education, and law enforcement. They are all good but I shall discuss all three.

We are dealing with two states of mind. On one hand society. On the other hand the mass criminal mind. To "get" and to "keep" are instincts common alike to beasts and to humans. Therefore deprive the criminal of fulfilling those in-

stincts and it will restrain crime more than anything else.

If the crime is kidnaping, murder, racketeering, or rape and the criminal has money or property take it from him. All of it. (This does not mean abolishment of capital punishment or prison sentences. The criminal class can stop capital punishment by stopping the crimes which cause it.) If he has not money or property, make him redeem himself by working it out. (Convicts, not taxpayers, should provide the labor to build and maintain prisons, support themselves and pay back to the public every cent which they have cost.) Either the state or the federal government should tax racketeers, gangsters and other illegitimate income 100 per cent unless the fines have taken it all.

But, you may say, the Constitution provides that private property shall not be taken without compensation, and that excessive fines shall not be imposed. Right. But the compensation has already been paid by society in suffering the wrongs inflicted upon it. You may say, heavy fines increase crime. I contend that a heavy fine has never been less effective than a small one.

But you ask, "how about the objections to convict labor, by other labor? Criminal labor can be used in such a way that it will not conflict. Projects which would not otherwise be undertaken can be planned for the welfare and happiness of the public.

For example,—Two great highways, one from the Atlantic to the Pacific and one from the Canadian border to the Mexican border with their many bridges, tunnels, and viaducts. There would be an increased demand for skilled labor, and for materials, where convict labor and products would not be adequate. It would be an *extra labor* program.

A portion of the revenue, fines, and seizures could be used for permanent unemployment relief, old-age pensions, reduction of taxes and welfare plans. Honest labor would be better off.

When a crime is committed now we say "that means more taxes for me." Under this plan we would say "that means lower taxes for me." More security. Happier homes.

Make the criminal an asset instead of a liability and he will eventually become tired of being a criminal.

HARRY D. CARSON

Philadelphia, Pa.

Mining Products

Crime Prevention is the Greatest Safeguard

To the Editors:

Funds after funds have been provided for apprehension, hospitalization and segregation of the criminal, but little for prevention; and in prevention lies our greatest safeguard to further so-called crime waves. As a preventative measure, what is society doing for the American Youth? No more can we say "go West young man" for our frontiers are closed, our farms are over-producing, machines have displaced hundreds in factories, chain stores discouraged the entering of young boys into business, professions are overcrowded; but the greatest preventative measure, indirectly perhaps, to appear since the World War is now in progress and effect.

The writer has statistics to prove that President Roosevelt's reforestation program, besides providing funds, a fair living, and installation of industrious habits, is a great crime-preventative measure; and society can well afford to perpetuate this institution long after the so-called depression period is a page in history.

The difference of opinion of society as to what is right and wrong has filled page after page, volume after volume of so-called penal codes, and can be found in the various libraries of the country, much of which could be revamped with little danger to the pursuit of life and happiness of our people, and an entirely new penal code might be more effective.

Pay more attention to the welfare of the American youth, segregate first-offenders from recidivists, adopt measures along the lines of Canadian form of court procedure, whereby the states would all have a uniform code, and it is my belief that we will enter into a safer and saner cycle.

E. H. EKLUND

Superintendent Wisconsin
State Reformatory

Madison, Wisconsin.

"Poverty Not Chief Cause of Crime"

To the Editors:

The articles in the November ROTARIAN on capital punishment give us an excellent summary of both sides of the subject, but it is Clarence Darrow's article that prompts me to write. Mr. Darrow takes

the opportunity to buttress his social philosophy by saying that crime is caused by injustices of property, that social conditions are responsible, that poverty is the chief cause of crime.

It is our problem, however, to protect the people and the property of our present order and not to indulge in lenience because under some other form of government or condition of society crime would not exist. While we may dream of or even work toward an ideal state, we live today. It will not help us to achieve a higher order of society to let our present one decay through failing to do our utmost to curb anti-social behavior whatever its cause. There may be fundamental causes of crime which we ought to seek and eradicate, but in practical government we must attack crime from both ends—prevention and protection.

The facts are that we are not yet able to entirely prevent crime; we absolutely need the best protection against the criminal we can get. All talk about causes of crime is superfluous if this fact is not placed first. For we do not expect to actually prevent all crime by setting up laws against it or by punishing offenders. Did any people ever expect that?

Those who are doing the most in the fight against crime are wasting little sympathy over the individual criminal even though they may regard him as a victim of social injustices. Concern for the victim's victims is more justifiable. All criminals could suffer the death penalty and society would be losing nothing whatever of value. All criminals . . . not all persons guilty of crime.

However, your other writers have done very well with the affirmative side of the

debate. And though my intention was not to say anything about the causes of crime which Mr. Darrow sets forth, I am wondering why, if poverty causes crime, the murder rate of Cook county declined each year of the depression. Is it actual poverty or only the opportunity to secure wealth without earning it that causes crime? Does the delinquent youth who feels the pinch of poverty and begins to strip cars become a gang gunman and a killer because he is poor or because a rich and powerful organization of men in the murder business hire him? Is wealth or poverty back of racketeering? Poverty seems to break up criminal gangs as well as bring them into existence if it ever does the latter at all.

ROBERT J. SIMPSON

Sturgeon Bay, Wis.

The NRA Starts Act 2

[Continued from page 27]

the Cotton Textile Institute, asserts that the shortening of hours has not affected wages injuriously. Some 140,000 additional workers have been provided with jobs bringing employment back to higher than pre-depression levels.

The lumber code was likewise prepared and approved promptly because of the tremendous development of trade associations in the lumber industry and because of concerted teamwork under leadership of the National Lumber Manufacturers Association. Its "code authority" was a model for many other codes.

The National Automobile Chamber of Commerce, which won the first American Trade Association Executives' Award, also brought its code promptly into being. So did the National Council of Shipbuilders.

The codes of fair competition, established under the Recovery Act, for the most part, have a trade association nucleus or code authority comprised of the directors or executive committee, officers or members, of the trade association. The non-voting representatives upon these Code Authorities are selected by, and to represent, the Administrator—and others he designates. This without expense to the industry. It is obvious that the trade organization to administer such a code must be truly representative of the industry. NRA already has brought about nearly 100 per cent support of all units to trade associations that have been approved and delegated as their agencies.

There has been delay, however, in getting certain codes well under way because

of the ramifications of all involved interests. An example is the Fabricated Metal Products Industries, in which a number of inter-allied groups were involved. Yet considerable time was saved after its code was finally signed by the President on November 2. Since then some two hundred supplementary code authorities for each branch of these great industries are being rapidly set up to administer their own trade practices with the labor provisions being handled through one agency—the Fabricated Metal Products Institute. It took NRA to bring about this new federation or set-up.

THE retail industry, whose code was signed recently, is another illustration. This industry possesses strong national organization of the respective retail interests, and consequently a most constructive code of fair competition was formulated. In order to simplify matters and reduce confusion, all these related groups were consolidated in a unified group through a master code. The enforcement in sub-groups is to be through supplemental codes and code authorities from respective trade associations of each special industry.

Overlapping of modern merchandising finds many of the same items sold in various retail outlets. This overlapping of interests and competitive problems involved, required coördination of a master retail code. Despite the heroic efforts of the whole organized and functioning field of branches of the retail trade, it took several months to harmonize all of the various viewpoints to bring to their ap-

proval the Master Retail Code late in October. The various local or regional retail councils have just about completed their set-up to effectuate the code as this is written. The principles, however, became effective on October 30 to give greater employment in all retail outlets and to provide at least one day a week recreation or rest in addition to Sunday for all workers in these outlets which operate six days a week, and to give Sunday or its equivalent to employees of the outlets on a seven day basis.

On January 1, the president's Reemployment Agreement (the so-called "blanket code") is to expire and, unless emergencies have arisen, most industries and groups will be under their own codes.* The NRA's second act then begins.

Complaints for failure to comply with these various codes will then be referred to the code authority in charge of enforcement. This code authority is to be closely integrated with the trade associations in the various fields, and in this way the trade associations should handle the actual work of settling the complaints by arbitration and conciliatory measures.

Where it is impossible to secure compliance with the provisions of the code along conciliatory lines and under the procedure of arbitration, which has so successfully solved many business problems and relationships of the trade association committees of the past, the code

*On December 20, President Roosevelt, by executive order, extended for four months the life of the "blanket codes," which at that date covered only thirty per cent of the employees of the United States, the employers of the remaining seventy per cent having already signed industrial codes. Officials expect that at least ninety per cent of the nation's employees will be under industrial codes by May 1.

authority will have to recommend to Washington the removal of the Blue Eagle or its gold-tip successor. It then will be necessary for the Attorney General to take summary action should these methods of enforcement fail. If you recall, in the work of the War Industries Board, in only two cases was it necessary to resort to legal means to secure coöperation and proper action on the part of individuals and firms in the coöperative program established at that time by the various industries.

No law in the United States can succeed without the wholehearted voluntary support of all persons affected. NRA is no exception.

The New Deal may be likened to a broad highway along which all kinds of business must travel. No obstruction must stop their progress! To facilitate speed and keep all business running smoothly, the trade associations, under direction of their code authorities, must be the state highway patrols. If a machine stops suddenly and without warning on a crowded highway, it ties up traffic—and chaos results. If a producer refuses to coöperate with others in his industry, it throws the whole industry out of line. If a motorist takes the wrong side of the road or does not follow rules, fatal accidents may follow. If producers do not compete fairly with others in their industry, then result sales below cost, secret rebates, loss to workers through unemployment, long hours, and reduced consumption of goods through loss of purchasing power.

It is true, that under the National Recovery Act, we are going beyond the production channels into all channels of trade and commerce, where many individuals and small enterprises multiply the difficulties. But every business man, if he is assured of a square deal and knows that his competitor can no longer "chisel," should be willing to go along and do his part.

The response so far is beyond expectations of those who appreciated its Herculean difficulties. Progress is being made slowly but surely.

UNDER the NRA, business is emerging gradually from the narrow paths and deep-rutted roads of yesterday into the broad highways that will run to every village and hamlet in the United States, bringing in its wake better business conditions, more jobs, with better salaries, and shorter hours for every wage earner. Under the old voluntary plan of progress, coöperation was made only in certain groups and even then, it was comparatively slight. It became absolutely necessary to distribute the benefits of the trade

association ideal and betterment of business among all businesses.

But, planned economy and coöperative operation of all business cannot be accomplished over night. We must not expect miracles. To build broad expansive highways of business to take the place of the old, rutted roads, takes time and infinite detail. To dig out the many business vehicles that are stuck in the mire is no small job in itself. To repair those that

5. To stop unfair practices and excessive costs of distribution and selling.

6. Adjust consumption and demand of goods to productive capacity to stabilize employment in industry and commerce.

7. To extend and expand the credit structure. To give normal credit requirements to responsible concerns and individuals. To keep business moving in its own channels.

The philosophy of the trade association movement embraces everything in the Recovery Act. Whether this philosophy em-



Photo: Acme.

This is the arbitration board of the NRA as it met in Washington to settle grievances between operators and employees of the H. C. Frick Coke Company, of Pennsylvania. Left to right: George L. Berry, president, International Pressmen; Gerard Swope, president, General Electric Co.; and Louis Kirstein, of Boston. Standing: Thomas Moses, president, H. C. Frick Coke Co.

have met with accident due to narrow winding paths of unfair competition, and to start all moving freely and swiftly along the Broad Highway of Recovery, is a gradual working from day to day development. Not a sudden transformation.

The ultimate objectives of this whole movement are:

1. To set the working hours in all occupations on a basis which will provide employment in the United States for every man or primary wage earner of a family who is ready and willing to work.

2. To pay for the hours of work thus established at least a reasonable amount sufficient to enable that family to meet its bills of food, clothing, and shelter and some reasonable enjoyment, 52 weeks in the year, and not just 25 or 30 weeks as has been the case in many lines of trade where extensive unemployment has existed even in good years.

3. To employ no persons under sixteen years of age, except in cases of dire necessity where such person is the sole wage earner of the family, and then only in proper occupations and when schooling can be continued.

4. To stop selling below cost of all goods and services except under proved emergency conditions and with proper restrictions. In the retail trade, this does not mean invoice cost of goods purchased for resale, but should include all reasonable costs of distribution and retailing in order that the retailer could pay wages, rent, taxes, and other expenses of being in business.

bodies, as so many people assert, the fundamentals of Christianity or the Ten Commandments or Rotary, or whether it embodies as others claim, the innate selfishness of man and his desire to succeed, makes no difference.

We have found that what we knew long ago regarding man, is equally true about business. No business is self-sufficient. Much of its success depends upon others. No business can succeed without taking others into consideration. If a manufacturer or producer tries to outsell his competitor by unfair means, both will suffer. The only way we can help our own business is by playing fair with our employees and our competitors. This is hardboiled common sense.

Those in the trade association movement who for years have been planning and working towards the ideal goal, recognize in the Recovery Act the great opportunity possible for a realization of their vision. They look upon the new scene as an aviator looks upon the sharply defined outlines of a great city when his plane emerges from the thick cloud and fog and he glimpses the landing place he has been seeking.

Can the Dollar Be 'Managed'?

[Continued from page 18]

the sufferers understand the cause of their troubles. Meantime, their troubles are real and their resentment is righteous. Says a French proverb, "After the printing press, the guillotine."

Unregulated inflation is morally disastrous. It heaps the burdens of the nation on those who are least able to bear them. It encourages extravagance and wild speculation, while it discourages thrift and labor. Speaking of one such orgy in France, Andrew D. White said: "Luxury, senseless and extravagant, set in; and this, too, spread as a fashion. To feed it, there came cheating in the nation at large, and corruption among officials and persons holding trusts. . . . National honor was thought a fiction, cherished only by enthusiasts. Patriotism was eaten out by cynicism."

The United States has suffered in the same way. Describing the riotous inflation of colonial days, Pelatiah Webster said, in 1791, "It turned our laws into engines of oppression and wrong; corrupted the justice of our public administration; destroyed the fortunes of thousands; enervated trade, husbandry, and manufactures; and went far to destroy the morality of our people."

Travellers in Austria after the World War found that "every wage-earner or salaried worker had to speculate, barter, or steal in order to make both ends meet." And in Germany, business became merely a gamble in currency and exchanges.

The question, therefore, which will confront Congress next month, the very day it convenes, is not whether we shall have *unregulated* inflation. Nobody except avowed enemies of the government wants that. The question is whether the United States shall endeavor to restore trade and employment by means of *regulated* inflation.

Many men—some of them really alarmed—say, "No." They insist that the government shall not interfere with natural forces. Most of these men are aware of the fact that, in 1926, deposits of commercial banks of America were 19½ billions and loans were 15 billions. They know that by 1929, deposits had risen to 20 billions, and loans to 17 billions. They know that business is now struggling to get along with one half as large a volume of loans—8½ billions—while deposits are 15½ billions. They are painfully aware of the fact that, for three long years, we waited in vain for rugged individualism, impelled by natural forces,

to restore to circulation the lost volume of bank credit.

Meantime, the three million unemployed became seven million, and the seven million became eleven million. Still the *laissez-faire* theorists contended that, collectively, we could do nothing about it; that the federal government must not be allowed to *force* a restoration of purchasing power. The deflation which had thrown eight million men and women out of work was "natural." Counter-deflation, for the purpose of putting them back to work, would be "unnatural," and therefore dangerous.

The position taken by some of the big banks is well expressed in the August, 1933, number of the monthly letter of the National City Bank of New York, under the heading "Give the Natural Forces Time."

The latent forces making for natural recovery are just getting under way. What is needed now above everything else is confidence in the natural forces which have made so splendid a beginning.

NATURAL forces! If there ever was a time since America's Revolution when its people with one accord insisted on taking control into their own hands, it was the first of last March. That was the beginning of a "natural" revolt against do-nothingism. Refusing to wait around any longer for natural forces to restore business, the people proceeded, collectively, to do their own forcing; and business responded with a tremendous upward surge. This, curiously enough, proved to the big bankers that they were right all the time. It was natural forces which made so splendid a beginning!

The do-nothing obstructionists condemn every collective effort to restore the lost volume of purchasing power, by calling it inflation. They shudder as they say the baneful word. Rarely do they tell us what they mean by it; but always they intend to connote the disastrous post-war excesses of Austria, Germany, and Russia. Horrid examples! What they really object to is federal initiative—collective attack—of any kind, whether excessive or not.

This is evident from their opposition to a managed currency. A moment's thought will show that every currency is a managed currency. Greenbacks do not grow on greengage plum trees. Bank credit does not rise and fall with the tides, under the spell of the moon. Every dollar of printed money, every dollar of bank credit, does what it does obedient to the will of human beings. The only question

is whether the human beings, through public control, shall manage currency and credit intelligently, or continue to suffer under the kind of private management which has thrown eight million out of work.

The horrid examples of Russia, Germany, and Austria, in any event, are false analogies. In every one of these countries, at the time it went wild, the government was on the verge of collapse, the taxing power was exhausted, the debts to other countries were heavy, and the gold reserves were small or non-existent. Still more important, there was no definite, logically-chosen deflation goal. These five particulars are essential points of comparison; but in every one of these particulars, the United States today is utterly unlike the horrid examples.

This does not mean that there is no danger whatever of wild inflation. The danger is real, as everyone knows who remembers the last session of Congress. Mr. Roosevelt remembers. His program of controlled inflation is designed to hold in check the uncontrolled inflationists in the next session of Congress. The best friends of their cause are the do-nothing Tories.

Sound money we must have. But are the *laissez-faire* bankers to hold, in perpetuity, the sole right to define sound money? In their view, any money is sound which is convertible into gold, on demand, at a fixed weight and fineness, per unit of currency. How sound is that kind of money? That is precisely what the United States had, from 1925 to 1932, throughout the most disastrous periods of inflation and deflation in its entire history.

It is sound money—money convertible into gold—which again and again, throughout the world, has lost half its purchasing power at one time, and doubled its purchasing power at another time. Actually, the gold dollar always has been a rubber dollar, in the only sense which matters to most of us. It was with the gold dollar that the banks dealt when we had more bank failures than any other country in the world. Yet now we are told that the greatest need of this country is a return to that kind of sound money.

"I am for experience as against experiment," declares Governor Smith. "I am for a return to the gold standard." For once the Happy Warrior has lost touch with his people. They prefer almost any experiment to any more experience of the kind from which the New Deal has already partly rescued them. They do not

want to return to a so-called gold standard which is no standard at all; to a so-called Federal Reserve System which is no system at all. Yet Governor Smith offers them nothing else. Neither does the vociferous New York Board of Trade. Neither do those Republican politicians who object, *ex-officio*, to anything Democratic.

Senator Borah, as usual, is right. "If," he says, "those who attack the President's policy would offer anything except the policy under which we arrived at our present disastrous condition, they might more readily succeed in breaking the President's policy."

As a matter of fact, what the United States needs—what the whole world needs—is a monetary unit which is stable in purchasing power. If we had such a unit, nobody, except possibly goldsmiths and dentists, would care how much gold a dollar would buy. A sound money—in the bankers' sense of the term—is not a stable money; but a stable money is a

sound money for all legitimate purposes.

The goal of the present Roosevelt policy is stable money. That is all that is meant by the much misused term, the commodity dollar. The commodity dollar is one which will buy as much of goods, considered as a whole, at one time, as it will buy at any other time. The purchasing power of the gold dollar, on the other hand, remains constant only in terms of gold. Unfortunately, it is almost always something other than gold which the ordinary consumer wishes to buy with his dollar.

The commodity dollar—the monetary unit which Mr. Roosevelt has resolutely set as the aim of his "experiments"—will not command, from time to time, the same amount of gold, or goloshes, or grape-fruit, or any other one commodity. But it will command the same quantity of goods in general. In other words, a fixed income of commodity dollars will maintain a fixed standard of living.

Prior to stabilization of the dollar, how-

ever, the price level of 1926, or thereabouts, must be restored, in fairness to millions of debtors. That, too, is a Roosevelt objective, repeatedly announced. Whether putting up the price of gold—the Warren method—is the best method is a debatable question. But whether or not it is the best method, it can be made to work, eventually, in connection with a new kind of gold standard. And when the desired price level is reached, stability can be attained—theoretically, at least—by the same method. That is nothing but the well-known Irving Fisher "compensated dollar." The plan can not work smoothly without the cooperation of other countries. In any event President Roosevelt can accomplish his purpose, for Congress has placed other effective means at his disposal.

Unlike most of his critics, his face is toward the future, not the past. Perhaps he is inspired by the words of Josiah Royce: "The shadows will be behind us, if we walk into the light."

Dayton's Self-Help Plan

[Continued from page 29]

Then there is W—. He was a hard drinker. There was no place for him in the world of technical industry where precision and regularity are demanded continuously. The work of the units captured his interest and he became a member. The psychological law that a powerful new desire can cancel old desires was again proved true in his case. His devotion to the unit seemed to obliterate his old passion for alcohol. He threw himself into the plans of his unit without reservation. Life took on a new lure for him.

Both of these instances are factual. The names only are concealed. Similar cases of both men and women could be cited at length. All are examples of what the Dayton Production Units have done and are doing for the unemployed of that city. The ten units now enroll between 300 and 400 families and there is a waiting list. The Council favors many small units rather than a few large ones and thinks it unwise for the organization to expand so rapidly that more problems are encountered than there is time to solve thoroughly.

The most ambitious project that any unit has chosen is the building of a Unit Hall. The plans were drawn and contributed by Mr. Laist, of Antioch College at Yellow Springs, Ohio. All the work of erecting this building has been done by the members of the Belmont unit. It measures seventy feet by one hundred feet and is built of used bricks obtained without expense from the city. This hall con-

tains a large auditorium-gymnasium and many small rooms for various unit uses.

One of the latest undertakings of the units is the establishment of three nursery schools to which the children of unit members may go while their mothers are at work in the units. They also serve parents who are not unit members.

WITHOUT some central unifying agency, these units might break apart and fail. To prevent such disintegration, each unit elects two members of the Production Units Council. The complete name of the entire organization, that is, of all the units and the Council, is, The Dayton Association of Coöperative Production Units (called for short, the D.A.C.P.U.). Over the Council a president from the Council of Social Agencies presides, and to its weekly meetings are brought all the perplexities, the problems, the worries that are common denominators of such pioneering social adventures.

The Council is both a clearing house and a legislature. It is doubtful whether any more interesting deliberative group exists in America. Complete freedom of speech is permitted during the sessions and after all the thunder, after all the battle of wills, after all the opposing suggestions and opinions, a coöordinated practical method is adopted that would give hope to any champion of the soundness of democratic effort.

The units do not turn life into an ant-

hill. Work, much of it, has its place in the program, but there is recreation and social life too. Forums, lectures, band concerts, motion pictures, parties and dinners for members of the units are features of the Dayton plan.

The effect of the unit program upon the lives of all who are engaged in it is most salutary. At a recent convention of representatives of the unemployed, held in a large mid-west city, most of the delegates voiced dissatisfaction with the welfare agencies of their cities. The Dayton delegation did not share this feeling. They were unit members and praised their city Welfare Department for the cooperation that had been given. Through their experience in the units, they have discovered the difficulties of relief work and they feel at one with their city in its endeavor to meet the heavy responsibilities and needs of the times. The units have given members an opportunity to live creatively and adventurously and these members have recaptured their self-respect and their hopefulness.

Typical of this is the case of T—. He is a man of unusual native endowment, but his whole life has been a struggle. For years he was influential as a leader in the I.W.W. He is naturally gifted in ability to command and to manage. He is made of the stuff of pioneers. He was the head of his unit during its early days and faced hundreds of small and large problems every day. His experience dedicated him fully to coöperative endeavor and

fair-mindedness. But he is fearless, and the old radicalism blazes out from his eyes and his voice when he meets injustice or cowardice. Now he sees the necessity for sharing opinions, for using the social imagination that puts him in the other fellows' place whether that fellow be an employer, an owner, or an employee.

One more typical case, W—, a negro. He has an unenviable record. He has been the terror of his vicinity. What he has wanted he has taken. Everyone has been afraid to invite his enmity. Today he is a member of a unit. What he once got by force he now gets by faithful work. His particular task in the unit is done dependably. He has come to see the need and the value of protecting property, although property was once to him worth no respect. His whole attitude has changed. He is now a citizen with a citizen's viewpoint. He finds it more enjoyable to be notably trustworthy than to be notably troublesome.

One happy evidence of the units' success is that members are thinking ahead. Nobody was doing it in the heyday of prosperity. Already a new type of unit has been set up. It is known as the first homestead unit of Dayton. Mr. Ralph Borsodi is its advisor.

A farm of 160 acres has been purchased by the unit on long-time terms. It has

been divided up into thirty-five small tracts, one for each member or member family of the homestead. The Department of the Interior of the United States has assisted this homestead to establish itself by advancing to it funds from the Division of Subsistence Homesteading. Six houses are now in process of being built on this homestead.

THE plan is to let each family cultivate and live upon its allotment. There will be a common pasture lot and a common wood lot. Raw materials will be raised instead of being secured, as now, from the city Welfare Department. Each homestead family or member will produce its own food, clothing, and shelter. The difficulty of rent payment will be eliminated. If any homestead member wishes to use some of his time for working in a factory in the city or for earning some wages anywhere within reach of the homestead, he may do so. Unemployment can never have any terrors for people who produce for themselves their food, clothing, and shelter. As long as one has these needs surely supplied unemployment may be an inconvenience, but it will not be a nightmare.

The Dayton Plan is not at all a local one. It is not patented. Any community

may adopt it, but it should not imitate Dayton blindly. Each community must adjust the plan to its people and to its needs. There is serious danger in thoughtless imitation.

Are there difficulties ahead in the development of these units and the homesteads? Surely there are!

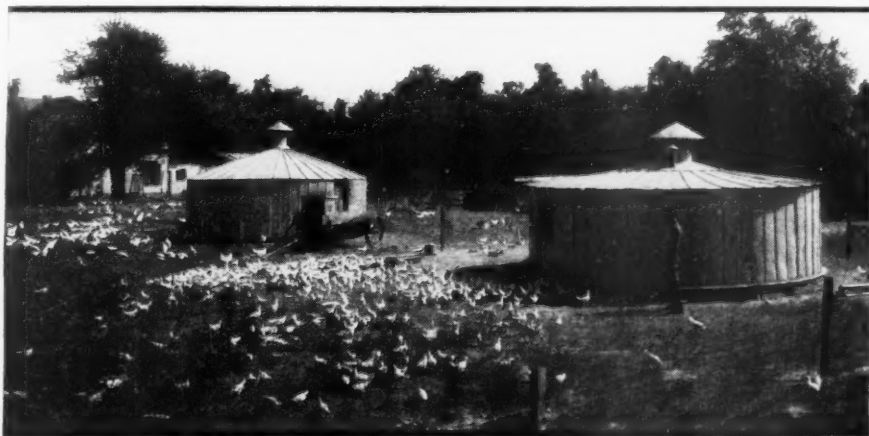
No one knows this better than the very people who are in these experiments. History abounds in instances of the failure of such coöperative efforts. Leaders are likely to abuse their power. Old selfishness appears in new forms. Personalities clash and jealousies burn hot. Disgruntled members think that they have been neglected or that promises have not been kept. The new motive of delight in voluntary coöperation is undermined by the ancient motive of joy in untrammelled individualism.

The leaders in the Dayton units are studying the causes of failure in such organization as theirs so that they may avoid them. The most careful planning and the most open-minded facing of dangers are necessary. This is no lovely Pollyanna scheme that will succeed against any odds by virtue of itself! There are risks in this adventure. It is these risks that give it its attractiveness.

But let us not lose sight of the underlying need. The throngs of unemployed will not remain patient and inactive indefinitely. Some of the idle will settle down into a dull preference for endless charity doles. Others will strike desperately for what they have lost. The Dayton Plan, which Dr. Nutting has worked out so well in Dayton with the help of H. H. Keeler, formerly of the Y.M.C.A., and Mrs. George H. Wood, until recently president of the Dayton Y.W.C.A., provides a commonsense method of *voluntary* coöperation. The units use constructively the energy that normally would go into the earning of wages. They furnish, in addition, a satisfaction for the creative urge that struggles for expression in all of us.

They scorn the use of that ugly weapon, force, which makes communism today a menace. They escape the political entanglements proposed by socialism. They give their members the enjoyment of coöperative effort and the thrill of shoulder to shoulder hopefulness as substitutes for the pangs of anxious waiting for the times to improve by a miracle.

One production unit is engaged in the business of raising chickens. The chicken houses were built by unit members and the second one (above left) shows improvement in skill. The picture below is that of a farm which is worked by another unit.



'Behold, There Came a Leper'

[Continued from page 23]

more advanced stages of their disease.

That such conditions prevailed in Iloilo Province, I know from personal knowledge—I saw them frequently. In some places the lepers thus confined were seriously neglected and treated worse than animals, and consequently they suffered terribly. Some of the weaker ones died before reaching Culion. Whenever General Wood came to Iloilo, the lepers received his personal attention, and he usually visited them and the hospitals, and similar institutions before he interviewed the officials and the business men, or before attending to social duties.

The terrible condition in which he always found the lepers thus detained in the jail, the delay in starting their treatment, and the fact that lepers were invariably concealed to prevent their being arrested and sent away from their families, caused General Wood to plan the new system for which he worked so hard during the last few months of his life. His labors are just now beginning to bear fruit.

General Wood's idea was to establish various farms or treatment stations throughout the Islands where lepers within a designated area could live comfortably, not too far from their homes; where those suffering from the advanced stages of the disease could receive preliminary treatment, nourishing food, and proper care pending their shipment to Culion Hospital; and where those in the incipient stages could remain and receive treatment until cured without the neces-

sity of going to Culion. He wanted conditions to be so attractive that lepers would voluntarily apply for treatment, making it unnecessary to invoke the law authorizing their arrest and imprisonment.

The Philippine Bureau of Health is now caring for about 7,000 lepers, and annually turns out over 200 patients with negative tests, apparently permanently cured. It estimates that there are approximately 7,000 lepers in the Philippines who have not yet been treated, but who will voluntarily come in as soon as they can be taken care of in the new regional treatment centers.

THE last time that General Wood was in Iloilo, in 1926, he appointed a committee to obtain funds and to purchase a site for a local treatment station. That committee was considered by many natives somewhat as a public enemy, seeking to pollute the air, the soil, the water. The people were horrified at the thought of having a nearby leprosy. They not only feared they might become contaminated or infected, but that the valuations of their surrounding farms, salt beds, fishponds, etc., would decrease. The people held mass meetings, and published protests in the local papers.

In one municipality they alleged, among other things, that it would be a disgrace to their illustrious dead to permit such an institution to be established in their town. The inconsistent part of it all was

that the relatives of lepers apparently had no fear of hiding the diseased persons in their own homes; and there never had been a protest against the customary, unsanitary, and even cruel practice of detaining the lepers in the provincial jail in the very heart of the provincial capital.

Eventually the local newspapers were persuaded to assist in educating the people regarding the modern scientific idea as to the non-contagious nature of the disease. The worst of the opposition then died down, and an option on an excellent site was obtained. However, so much time was required in suppressing opposition, in obtaining a satisfactory location, and in securing the money to pay for the land, that General Wood died before his plans for the Iloilo station had materialized.

Until the new system was put into operation, it was very rare that a leper voluntarily surrendered himself to be locked in one of the crowded cells to await eventual confinement on the isolated island of Culion. But now, with sanitary treatment stations near home, where patients have more comforts than they ever had before, and where they can be visited often (and since many cures are being effected), they are glad to present themselves for treatment. Approximately 95 per cent of those now being received at the stations come in voluntarily. More cases are treated in the earlier stages, making a greater number of cures possible.

General Wood's aim was to have the

There are no prison bars and armed guards required to hold the patients in the Iloilo Station for Lepers. The fences are to keep out unwelcome visitors.





Here are 9 of the 20 "negatives" produced at the Iloilo Station during its two years' existence. Fingers and toes often disappear before this dreaded disease is arrested. (Note the elderly lady in the center of the picture.)

land and temporary buildings for the treatment stations furnished by the residents in the various parts of the Islands, and later to have permanent buildings built with funds to be raised in America or elsewhere. He was in the United States endeavoring to raise the necessary capital when the hand of death stopped his labors.

Over 1,500,000 pesos have already

been raised as a result of the campaign which he thus begun. That money is to be used in the construction and equipment of permanent buildings only, as the Philippine government spends over a million pesos yearly of its own funds for the maintenance and treatment of the lepers.

The land and temporary buildings for the Iloilo station (constantly filled to the

utmost capacity with patients undergoing treatment) have been paid for from funds raised locally. There are still hundreds of lepers in Iloilo Province living in their homes, whose disease is gradually growing worse as they await further hospital accommodations and a chance to be made clean.

Now, in the sanitary quarters of the station, out by the Golf Club, the lepers are frequently visited by their friends, as well as by delegates from various local charity organizations. They are made especially happy every Christmas with toys, candy, and good food. Priests and missionaries call often to attend to their spiritual welfare, and a Y.M.C.A. athletic director mingles freely with the patients, teaching them games and healthful exercises. He has there organized and coaches a troop of Boy Scouts and a group of Camp Fire Girls.

At Cebu, a modern permanent sub-station has already been constructed at a cost of 360,000 pesos, all donated by one good American. Iloilo's permanent buildings will undoubtedly follow in due time. Such structures, with the wonderful work they facilitate, undoubtedly constitute a monument of far greater worth than any obelisk or granite tomb that human hands could carve. And they provide an ample field of service for the thirty-four members of the Iloilo Rotary Club!

Looking Into the Customer's Head

[Continued from page 21]

and strains. Engineering quality, of course, must be built into the product; otherwise repeat sales will be lost and valuable word-of-mouth advertising will be turned into an unfriendly force. But there are many little details in design which have no relation to the durability and serviceability of the goods, although they often mean the difference between a high and a low selling expense.

Consider the following case, for example, which happened just a few years ago. A manufacturer of stampings had a well-known modern designer draw plans for a coffee percolator. It was a beautiful design, and the production and sales staffs were enthusiastic about its possibilities. In it they visioned the new product that would lift their sales out of the doldrums. But it could not be made to move across the retail counters.

"The price is too high," they decided in conference. "In these times customers are watching their cash closely. We made the percolator in too expensive a quality."

So the price was lowered at the retail

outlets, but still the item was not a seller.

Finally one of the executives visited a retail store and talked to a sales girl without revealing his identity. He merely wanted to buy a percolator, did not know much about them, and wanted her to help him.

"This one is beautiful, and well made," she told him when he picked up the one that had been made by his company. "I don't think your wife would want it, though. Percolators, you see, have to be scoured frequently, and," flipping back the lid of his pet product, "it's too narrow at the top to get inside with a scouring rag."

Had they showed the plans for their percolator to a few tired housewives before going into production, they would have been spared this costly flyer. "Pulling door bells" to find out the reaction of consumers to new products is, in fact, usually more helpful than a smoke-laden conference of the best minds in the industry.

Alfred P. Sloan, of General Motors, in

his latest message to their host of stockholders, told how their company was depending more and more upon consumer research, upon pulling door bells to find out what the customer's mind dictated about the design and gadgets on automobiles. "A Proving Ground of Public Opinion," he calls it. "Its broad implications," he continues, "is to serve the customer in ways in which the customer wants to be served."

More than a million motor car customers have been asked: Is there anything on your present car that you would change if you were re-designing it for your own personal comfort and convenience? More than 200,000 customers responded promptly.

It is not necessary, however, for such large numbers to be studied to gain valuable insight into how the mind of the customer is responding to a particular product. It is likely that the fatal flaw in the coffee percolator would have been discovered by one of the first half dozen housewives; at least, they seemed prompt

in detecting the defect when the percolator was on the retail counter.

A few days' study in one sizeable department store, for example, showed that customers were slow to buy hosiery for an interesting reason. Ladies' hosiery retailing at 79 cents—note the odd price!—was used. All hosiery, as, indeed, is the case with all textiles, carries an oily, and at times slightly rancid odor. This moderately unpleasant odor is due to the finishing oils and pastes with which the fibres are lubricated so they will weave faster and smoother. It is an application of science in manufacturing which apparently, as the tests clearly indicate, increases the costs of selling merchandise; the saving in manufacturing cost is largely lost in the increased cost of selling.

In coöperation with a manufacturer, this store displayed two bins of the 79 cent hose. The contents of the two displays were identical, except that one bin contained hosiery in which the finishing pastes had been reodorized, given a pleasing but faint new scent, by the use of aromatic substances.

The sales clerks did not know of this difference between the goods, which otherwise were more alike than two peas. At night the department buyer shifted the goods in the bins, to avoid the misleading error which otherwise would have resulted from the tendency of customers to buy what is on their right hand.

At the close of a week's selling it was discovered that the hose which had been made to "smell good" by the use of synthetics had outsold their identical companions by thirty-four per cent, with no increased sales cost.

Thus atmosphere, in a very literal sense, helps sell goods, even when the sales persons and customers are not consciously aware of the improved odor. In a second store a similar test was tried, but in this case the sales clerks knew of the improved smell of the hosiery, and were instructed to call this to the customers' attention.

The Anarchy in Men's Minds

[Continued from page 8]

period, people allow to escape from all knowledge and observation no less than \$138,000,000 worth of arms without knowing where those arms go and what is done with them?

As to anarchy that exists in men's minds—the *anarchy of spirit*.

Here is a delicate question, and one should avoid anything that would incur reproach for overstepping the line which divides domestic from external policy. I believe that this boundary line between

Sales of the better smelling product increased 80 per cent under these conditions.

Continual testing of this sort, usually with little details, is growing on a wide front. It is a valuable lesson that has been learned from the crucible of slow and costly sales. A little ingenuity, a scientific attitude, and the desire for practical facts are all that are needed. No elaborate instruments are necessary, and often the alert, open-minded college graduate, fresh from the corridors of learning, becomes more adept at it than either the academic psychologist or the matured business man used to a standardized way of doing things.

SOMETHING more is needed, however, than mere pre-testing of new products and changed sales methods. Our markets and products are remarkably inter-related, and it is essential to discern from time to time the developments which are taking place along the broad front of the world in general. A famous, old-time, chewey breakfast cereal, for instance, had to change to a different and more quickly eaten form because Americans have become so time-conscious that they could not spare the few extra moments at breakfast to eat the former crunchy form. Times change; the waltz age is out and the fox-trot age is already seeming to be a bit slow. As times change, products and methods must change to sell at least selling expense.

Slim Summerville and Wallace Beery may wear heavy red-flannel underwear in some of their films, but the general market for this has narrowed because of changes that the advance of science and march of civilization made inevitable. Many manufacturers of red flannels, however, looked upon rayon as a temporary interloper, a fad, and perhaps as a bit *risqué* or sinful. Had they looked beyond their own factory walls into other

industries, they would have seen trends developing which clearly indicated a great decline in customer needs for heavy underwear. They would have seen, and heeded, the enclosed automobile, heaters for automobiles, and furnaces replacing stoves which left corners of a room chilly. Just as garbage collection and street cleaning make smelly products harder to sell today than they were a generation ago.

Human nature is stable and changes only imperceptibly, but the world in which it lives is in continual change. Thus do the expressions of an unchanged human nature still change from year to year. The world, as well as the customer, must be steadily studied. The autumn straw ride no longer thrills emotions—it merely amuses, and we have turned to the delayed parachute jump instead.

Our changing, and undoubtedly improving, world also makes man's older methods of designing and sellings goods or services dull and unsuccessful. The improved wage conditions that the NRA is bringing to the lowest paid workers in the United States, for example, will likely bring a new market for low-priced goods of a leisure or luxury type; it will undoubtedly shift markets somewhat, just as enclosed automobiles shifted the underwear market, or as aromatically improved hosiery is shifting at present the market for women's medium-priced hose.

By every vendor, both large and small, whether of merchandise or personal services, studying and experimenting with the mind of the customer, the cost of selling can be steadily lowered as many have discovered during the interesting years since 1929. Find out what people want, and how they want it sold to them—go with the grain of human nature, not against it. Ring door bells to find out from the people themselves, don't trust the opinion of a self-labeled expert. For, after all, each consumer has his own private psychological laboratory tucked under his hat, and he is the expert in that.

marcation between what is peace and what is war.

During the present century there has undoubtedly been an increasing anarchy in men's minds.

We originally conceived politics as a straight line, having at one extremity the authoritative or conservative view of society, and, at the other, the democratic or liberal view of society. Democracy and liberalism are not necessarily the same. Nevertheless, throughout the nineteenth

century those two words did imply efforts to move in a similar direction. Now, in our century, the most vigorous attack on freedom came from the left—from the fields of socialism. All collective life must of course turn on the two poles of liberty and authority, but I must register most from the international viewpoint that there is danger in the tendency of modern

I think it would be true to say that confidence is the gold in the international political bank. The paper currency of that bank is represented by agreements, pacts, and so forth; and while the stock of the gold of confidence is constant or perhaps diminishes, the volume of that paper currency certainly continues to increase. There is a most dangerous infla-

Heroic efforts have certainly been made to create confidence through speeches, nevertheless the acts of governments do, at the same time, tend to spread distrust throughout the world. Governments naturally desire to increase the spirit of confidence in the world but, because they have not been able to realize the idea of an organic whole, they are compelled to take refuge themselves in nationalistic methods, hence we have the present spirit of anarchy.

There are those who say that international coöperation, democracy, and the spirit of the Covenant of the League have failed. I do not think so. I believe, as a contemporary Irish writer has said of Christianity, that the League of Nations has not failed because it has never been properly tried.

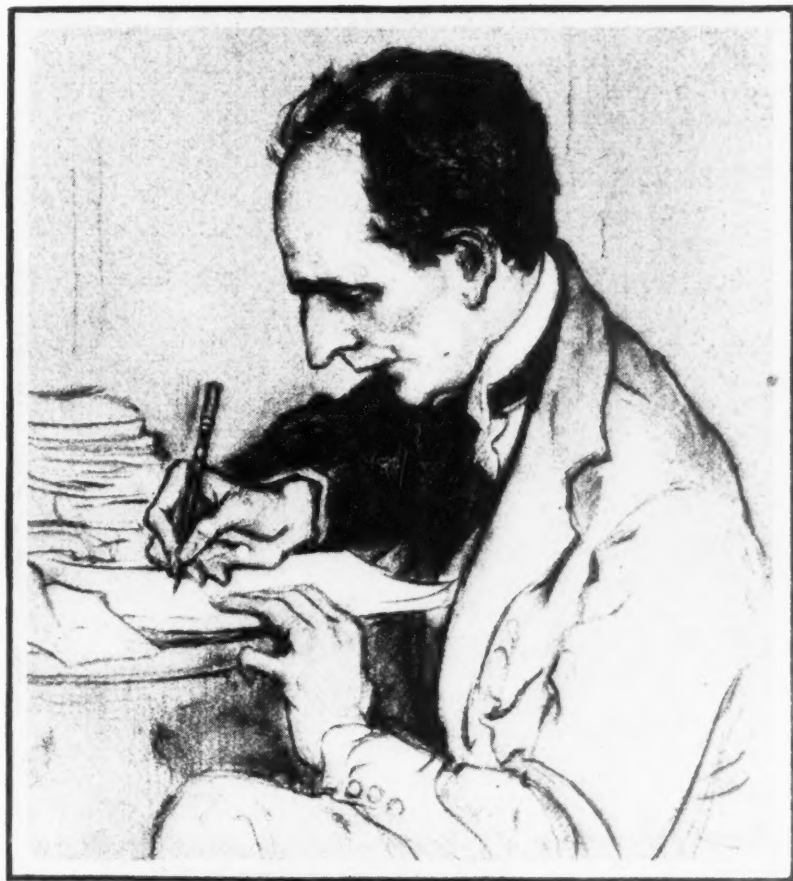
When nations find themselves in a state of anarchy they should imitate the sailor who has lost his way. He guides himself by the stars. Our stars should be the principles for which we stand.

THE League's covenant is but a manifestation of a historic development of humanity towards a conscious and organic unity. Such efforts have frequently been seen—perhaps earliest in Chinese history, now forgotten except by some scholars. In Europe such efforts go back as far as the sixteenth century.

Charles Quint of Germany, who was Charles I of Spain, tried to build up Europe. He was the first European statesman, a political ancestor of Aristide Briand. An ancestor, so far as nationality goes, of Aristide Briand, in the person of Francis I, was then his opponent. Charles Quint, before the Pope at Bologna, away back in 1535 delivered such a speech as Briand might have done, concluding by a thrice reiterated: "I want peace." His attempts failed, however, not for lack of support by great jurists and great thinkers, but because they were built upon too narrow a basis, a belief which at that time proved to be unjust and even cruel towards two great races and two great religions, namely Islam and Jewry.

Today, when Jews are very much in the eyes of the world, the Spanish Republic remembers that illustrious race which has supplied it with some of its greatest thinkers, men of letters, doctors, lawyers, and politicians. Spain thinks that all the efforts put forward in the twentieth century should be all-embracing in character; they should govern the whole earth; they should include all races, all religions, and all nations, without exception.

Why are there such things as wars? Wars exist because of conflicts break-



Sketch from the Portfolio "Law Triumphant," by Violet Oakley.

Salvador de Madariaga, delegate from Spain to the League of Nations, and former director of the Disarmament Section.

régimes to gravitate towards the pole of force.

The right of every nation to exercise—not its own sovereignty, because ideas of sovereignty must necessarily evolve—the right of developing its own personality, by its own methods and its own genius, should be fully respected. But internal evolution must, nevertheless, if it is to be justifiable, be in harmony with the external development of the human race.

The spirit of solidarity that the world is seeking to cultivate, both through Geneva and elsewhere, is being obstructed and opposed by a growing nationalism—a strong scepticism as to the truth of the international gospel, all of which contributes to the anarchy in men's minds.

As to the *anarchy in methods*:

We have all heard complaints that there is little or no confidence in the world nowadays.

tion of pacts drawn against the over-diminishing stock of public confidence. Each successive pact that is set up means less in the eyes of the people's world.

At the same time, we see an inflation in war budgets. There has been an inflation of conferences and a multiplicity of failures, and therefore a good deal of anxiety is entertained with regard to the methods that have been followed. Statesmen know full well that every international matter must be adequately prepared before it is dealt with; must be methodically and continuously studied before it is made the subject of an attempted agreement. An international conference should be comparable to a dining room, not a kitchen. The meal should never be served up to those invited to participate until, in the first place, it is ready, and, secondly, those invited have the appetite to do it justice.

ing out. Conflicts break out because there is an embittered attitude in the public opinion of two nations. This embittered attitude has arisen because certain questions have not been discussed in time—while they were still questions and had not developed into problems.

We all desire peace. But peace cannot be assured without a state of mutual con-

fidence. A state of mutual confidence cannot exist unless we are all impelled by the same aims. We cannot have the same aims unless we are all working in collaboration.

If we want to avoid war, if we wish to bring about disarmament, we must attack not only the question of disarmament, which is the last link in the chain,

but also the origin of those facts which ultimately lead to the very existence of arms. The world today needs coöperation in international effort on all sides of its activities—human, social, and technical. When such coöperation has been assured, then the arms, which the overburdened world carries, will fall by their own weight.

Meet Rotary's President

[Continued from page 25]

"It was an exhaustive study," he admits now. "We took hundreds of case histories of Chinese, Japanese, and Filipinos who had come to this continent, and what had happened to them and to their families. We followed the lives of children born of mixed marriages. . . ."

In making these studies the currents of feeling led across the Pacific itself, and out of this was born that great organization now known as the Institute of Pacific Relations, whose members are the great countries bordering the Pacific, and whose object is to keep that ocean politically as peaceful as its name.

Jack Nelson was one of the prime movers of the group that held its first meeting in Honolulu in 1925, and he later organized the extremely active Canadian branch of it known as the Canadian Institute of International Affairs, of which he has ever since been honorary secretary.

This achievement is perhaps John Nelson's one boast. He is proud of the something that he has done to help along the cause of his fellow man, to promote the feeling of security and peace.

For this is his philosophy as he told it to me. Read:

"We were all one people at one time, a savage people perhaps. We multiplied and migrated. Some went west and some went east. Some went south and their skins were sun colored.

"Presently we formed tribes and then nations. Now we have armies and navies of our own, and we have forgotten or deny that we are one people.

"Yet in the last generation we have again become one neighborhood. That is due to science and invention. Now you know at your breakfast table what has happened half the world away far sooner than your grandfather knew what happened that night in his neighbor's back yard.

"Science has done this for us. But science has failed to do other things. We are paying the price for these failures now. For science brought into close contact peoples who are not yet educated to neighborliness—people whom even sci-



Through the frosted tracery of tree and bush can be seen the beautiful building of The Sun Life Assurance Company, at Montreal, in which President Nelson, as public relations counsel, has his offices.

Mrs. John Nelson and President Nelson are here seen with Robert F. Phillips, governor of the 58th District of Rotary. The picture was taken at the Battery Park Hotel in Asheville, North Carolina, where Rotary's president was principal speaker at an inter-city meeting of western North Carolina Rotarians and their wives.



ence cannot induce to live together in peace and harmony.

"Instead, science has put into the hands of both savage and civilized man weapons so horrible that we are in terror of their use. It is because governments have recognized this gulf—this time lag—between physical and social progress that they have tried to bridge it with the League of Nations, with treaties, and with covenants.

"Now I don't believe it's of much avail if MacDonald or Roosevelt merely sign treaties of friendship. But if you get men of common interests and occupations, living in different countries, pledging themselves to a common ideal of peace, then you get something really valuable.

"In Rotary we have men in seventy-five countries banded together in perfectly unselfish union,—pledged to friendship. That brings war to a personal basis. If

you say to me th in Vienn it means

"To I civil w ren. For goodwill deed, de ill-will."

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you say 'War with Austria,' that means to me that I've got to kill Otto Böehler in Vienna. If you say 'War with Japan,' it means I must kill Yoneyama in Tokyo.

"To Rotarians that is little else than civil war—for it is a war with our brethren. For Rotary is mobilizing individual goodwill around the world. It has, indeed, declared a perpetual moratorium on ill-will."

That, by and large, seems a fair statement of belief. It is the sort of philosophy which will keep the world sane in spite of politicians who get frightened at bogeys conjured up by gentlemen who are interested in the profits of war and armaments. It is the sort of creed of which no Rotarian need ever be ashamed; which every man believes, even if he cannot put it into words.

There are other points of interest about John Nelson.

"What are your hobbies," I asked. "People like to know . . ."

"My family," he said at once.

"Good, and what else?"

"Books and golf."

"About what do you shoot?"

"Oh—around a hundred."

I put it down with all the grinding

envy of the man who's lucky if he touches a hundred and twenty.

Behind his desk hangs a picture. It seemed to show a familiar figure in unfamiliar garb. It took time to recognize exactly who it was under the eagle-feather headdress.

"T-I-O-R-A-K-W-A-T-E," I spelled out carefully the name that was below it and promptly brought a blush to a hardened Rotarian's cheek.

"Heap big chief, me," he mumbled embarrassed, though why a business man should blush at having had an alias conferred upon him by the honorable remnant of the once great Iroquois Confederacy it is difficult to say.

"It means 'Bright Sun,'" he explained. "And it happened three years ago. Furthermore I suspect that the good Mohawk braves who had the naming of me, paid a kind of compliment to the company for which I work in choosing that particular name."

Not only the Indians are inclined to compliment the Sun Life through John Nelson. Rotarians of the Twenty-eighth District which includes Quebec, part of Ontario and a large portion of New York state in its 65 clubs, feel the same way.

For when Jack Nelson was offered the 1929-30 governorship of the district he refused it, feeling that the obligations he would assume might take too much time from his work.

But T. B. Macaulay, president of the Sun Life insisted. "T. B.," as he is known in Montreal, was very definite in his approval.

"I want my company to be identified," he said, "with every big thing in the public interest that is happening anywhere."

Later, as the inevitable nomination for the presidency of International Rotary came along, Arthur B. Wood, managing director of the company, himself a prominent Rotarian, took just as broadminded a stand when a committee of leading Rotarians sought his consent.

The result is that when Jack—or John—Nelson took over the reins of office in Boston, he did so with the knowledge that he could work whole-heartedly for the welfare of Rotary and of mankind, because of the full approval of the principal officers of his company.

And from that point on, my story is known well by all who have read it thus far.

Stepping Stones for Seaplanes

[Continued from page 11]

amidships—will require 25,000 tons of steel, and that it will displace on service duty, 63,000 tons of water. The average battleship requires between 17,000 and 22,000 tons of steel, so that this project will use, in a chain of five seadromes, 125,000 tons of steel, or, as much steel as would be required in the construction of six battleships.

Each seadrome will have some twenty-five acres of floorspace for the landing field, hangars, shops, and hotel facilities—rooms, baths, restaurant, barber shop, beauty parlor, swimming pool, gymnasium, motion pictures, two-way radio, tennis, golf, and so on. Elevators carrying the planes from the landing deck to the hangar space will probably be the largest in commercial use, having platform dimensions of about 120 by 70 feet. Each seadrome will have a personnel of about 125 resident employees and a floating population of between 300 and 500 persons.

The deck superstructure will be supported by twenty-eight buoyancy tanks. Ballast chambers, filled with iron ore, will extend 208 feet below the surface to give the seadrome stability. All floats, weights and braces will be of rust-proof iron and steel. Each seadrome will be

equipped with electric propulsion totaling 2,400 horsepower for use in emergencies. The whole structure will be tethered by two four and a quarter inch galvanized steel cables to a surface buoy thence, in catenary style, to a 1,500-ton reinforced steel and concrete anchor, 100 feet in diameter, resting on the bottom of the ocean, some two to three miles below.

In murky weather, planes will find their way to the landing field by a directional radio beam. At all times seadromes will point into the wind to provide safe landings. Patrol boats, of the coast guard type, will operate from land terminals and be always ready to rescue planes forced down at sea. "Seasleds" will provide the same service from the seadromes. A complete airport service will be supplied together with navigational and radio aids, including ocean patrol service by watercraft over the air route.

The estimated cost of five seadromes for the Atlantic route is \$34,000,000, or about the cost of one 28-knot trans-Atlantic liner, such as the Bremen, Majestic, Mauretania or Britannic. Each seadrome will cost \$6,298,600 with an estimated operating income at the end of five years of \$11,418,000, made up as follows:

Mail	\$6,000,000.00
Express	105,000.00
Passengers (including Bermuda) ..	4,538,000.00
Gasoline, oil and other supplies ..	275,000.00
Hotels, concessions, stores, shops, hangar storage space, advertising ..	500,000.00
	<hr/>
	\$11,418,000.00

Operators of the floating landing fields will charge the air-line operator a toll for each passenger, and every pound of mail and express. The estimated Atlantic passenger fee will be \$350, of which \$70 will be paid to the dock owners. The \$350 figure is to be compared with the \$500 paid by 88,700 passengers in 1930 for transportation by ship across the North Atlantic.

Six or more international air services, using large amphibian airplanes, it is expected, will cross the ocean daily over the seadrome route in from twenty-four to thirty hours. They should carry at least 10,000 pounds of mail on 330 days per year—averaging 90 per cent performance and totalling for the year 3,300,000 pounds of air mail.

With frequent daily service available between Europe and America, requiring less than twenty-four hours for the trip, it is estimated that the service would shortly require four sailings daily in each

direction, using amphibian planes with a capacity for twenty-four passengers, in addition to 1,000 pounds of mail. Assuming a load factor of about eighty per cent for passengers, this would give twenty passengers per trip, which at four trips per day in each direction, would total 160 passengers per day and 58,400 per year. The operating cost of the seadrome system is but a small fraction of the capital cost, being in this particular comparable with a highway bridge or vehicular tunnel project. It is, in effect, a toll bridge over the Atlantic.

The question of sovereignty over airports on the high seas and whether they should come under the jurisdiction of the League of Nations was discussed at a meeting of the International Aeronautical Juridical Congress at Budapest in October, 1930. This raised an interesting point, for the only definite project of this nature is the Armstrong seadrome, to be built by an American company, the Seadrome Ocean Dock Corporation.

Representatives of twenty-two foreign nations decided that the League should have power of intervention in seadrome affairs.

The seadrome, the practicality of which seems to be conceded by the legalists, is simply the answer of modern inventive genius to the demand for rapid, reliable, frequent commercial trans-oceanic intercourse. That airplanes *can* fly the Atlantic, we have known for fifteen years, but, owing to mechanical and natural, or weather, hazards, a 2,000 mile hop across an ocean remains a death-defying stunt.

Flights of 600 miles can be, we know, commercially profitable. Non-stop scheduled flights of more than 600 miles over the ocean are not only hazardous, but owing to the necessary fuel load, cannot be made to pay.

For example: The distance between Newfoundland and Ireland is 1,900

miles; between Bermuda and the Azores, 2,000 miles; between San Francisco and Hawaii, 2,400 miles. Obviously the only solution that will permit safe, regular and economic airway operation between these points is the establishment of intermediate refueling stations.

Weather conditions are also an impor-

THIS ARTICLE is one of a series on long-distance, commercial aviation to be published in *The Rotarian*. Jean Piccard will tell of stratosphere possibilities, Dr. Karl Arnstein will write on zeppelin developments.

tant factor in considering the economic practicality. It has been suggested that such a route to Europe as via Labrador, Greenland, and Iceland is geographically feasible, but it is considerably less effective because of extreme weather hazards encountered during many months of the year. Weather uncertainties make landing on the ocean to refuel impractical. And a ship with a landing deck, similar to naval aircraft carriers, will roll and pitch in a high sea, making anchorage impossible and flying extremely hazardous.

ONLY an even surface, unaffected by the movement of the waves, can be relied upon under all weather conditions. There are practically no stresses levied on the seadrome when it encounters the maximum in waves associated with the most severe storms possible at sea. This is important because a storm wave striking a horizontal sea-wall has an impact force of three and a half tons per square foot. Imagine, therefore, what would happen if any portion of the seadrome were so constructed as to resist the energy of the waves!

As distance is the sole barrier hindering the establishment of trans-Atlantic airways, the creation of a series of artificial islands on the direct route between America and Europe appears to be the logical solution of the problem.

By cable and wireless man has abolished both time and distance for word communication. Now, both time and distance may be abolished or greatly abbreviated, for passengers, mail, and merchandise, in transit over the oceans and especially over the Atlantic, both North and South, between Europe and Africa and the Americas. It is readily conceded by expert aeronautical and nautical opinion on both sides of the Atlantic that a trans-Atlantic airmail service uniting the capitals of Europe with the continent of America must ultimately double if not triple international trade.

The need is self-evident yet the airplane seems to encounter an invisible barrier when it comes to the oceans—those great areas and those magnificent distances which up to the present have been conquered only in a relatively small measure by the speed god of rapid transit. Today it is the radio voice that unites the Old and the New Worlds—tomorrow it is going to be *you* who will be transported across, in person, from America to Europe in twenty-four hours, and from Europe to America in thirty hours.

Never before has mankind been called upon to visualize the earth as a globe and to measure efforts and results in terms not merely of miles, or of hundreds of miles, but by the span of a continent, and the span of an ocean! Or, as dramatized in the memorable resolve of the ancient Ovid's poetic vision:

*Let them close all (surface) passages
of Earth and Sea*

*The Heavens are open, and it will be
through these that we shall pass.*

Instead of a "Chest"

FOR three years Findlay, Ohio, a city of 20,000, has been solving its "drives" problem by a plan which, because it adapts the principle of community chest organization to a local situation, has attracted wide interest. A survey showed that four major organizations were carrying on character-building activities: the Council of Religious Education, the Y. M. C. A., Camp Fire Girls, and Boy Scouts.

Instead of adopting the community chest plan in toto, with its attendant expense for a central organization, the

matter was first given careful study. Inasmuch as the Council of Religious Education was definitely a religious activity, it was agreed that its expenses should be borne by the coöperating churches and raised as they might decide. The other three organizations, however, had the broadest community appeal. Accordingly, a board was created, composed of representatives of the Y. M. C. A., the Camp Fire Girls, and the Scouts. The campaign was in due time inaugurated with three distinct pledge cards on one large sheet, permit-

ting the donor to indicate just how much he wished to contribute to each cause.

Results for three years have been highly successful, it is reported. Each organization functions throughout the year, develops its own clientele, makes its own collections. There is no central overhead, expenses of the campaign dinners and incidentals being shared equally. Rotarians who are interested in details may secure further information by writing to Rotarian Paul V. Barrett, personnel director of the Ohio Oil Company, Findlay, Ohio.

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President Roosevelt's Liquor Control Board:
Front row, left to right:
Willard L. Throp, Mass., director, Bureau, Foreign and Domestic Commerce; Edward Greenbaum, N.Y., chairman, Com. on Liquor Control; Abe Fortas, Tenn., attorney, Agriculture Adjustment Administration; Frederic P. Lee, Md., council for A.A.A. Back row, left to right, E. G. Lowry, Jr., special asst. to Sec'y of Treasury; Frank M. Parrish, special asst. to Att'y Gen'l; Dr. James M. Doran, Com. on Industrial Alcohol; Dr. Mordecai Ezekiel, economic advisor; Harriss E. Willingham, chief, A.A.A. beverage section.



Photo: Acme.

Liquor Control in the U. S. A.—State Store Plan

[Continued from page 13]

price much lower than prevailing depression bootlegging prices.

One of the first duties of the Control Board will be to make bootlegging unprofitable. And, of course, this is based on the sound theory that when crime does not pay it ceases to exist.

Under the Pennsylvania Plan a new source of revenue for social needs will be provided. No exact estimate of revenue can be made at this time. But millions of dollars will be made available from taxes and from liquor store profits to help meet the cost of unemployment relief; to make old age assistance payments; and to relieve school districts in which the schools are in danger of being closed.

Thus millions of dollars which otherwise would go into the pockets of whisky dealers—and possibly into the pockets of politicians—will be diverted to the needs of society.

The money for these social needs, of course, will come from the profits of the operation of the liquor stores; from a floor tax of two dollars per proof gallon on all alcoholic spirits in storage in Pennsylvania; and a manufacturing tax of one dollar per proof gallon tax on distilled spirits.

This manufacturing tax will be refunded to Pennsylvania whisky manufacturers on exports to the extent that manufacturers show proof to the Board of Finance and Revenue that the tax places Pennsylvania whisky at a disad-

vantage in the state to which it is exported.

Another of the basically important principles under the control plan is that there will be no artificial stimulation of demand for liquor. Whisky will be sold by civil service employees with exactly the same amount of salesmanship as is displayed by an automatic postage stamp vending machine. The mistake that wrecked South Carolina's pre-prohibition dispensary system twenty-five years ago—the payment of store employees according to the amount of sales—will not be repeated. Store employees will be paid salaries without regard to the amount of liquor they handle.

IF SALES were in the hands of private retailers and wholesalers there would be sharp competition for business. People would be urged to buy this brand and that brand. Under our plan anyone may purchase any brand or kind of liquor. If the article wanted is not in stock, the state stores must obtain it.

The state stores will be open from 9 A.M. to 9 P.M., except on Sundays, election days, and legal holidays. There is no limit on the quantity which may be purchased.

The law forbids the importation of liquor into the state except by the state stores and by importers licensed by the Board who may resell only to the state stores or to persons outside the state.

Sacramental wine dealers may also im-

port liquor for religious use. Permits will be issued to sacramental wine dealers on the recommendation of regular religious authorities.

In the last analysis, only experience will prove whether or not this liquor control plan will be thoroughly satisfactory. I believe it is the best yet devised.

While, to some extent, our system is patterned on Canadian experience, it is too early to say whether it will work out as well as the Canadian system, but it is not likely to work out less well.

To many it may seem strange to read a dry Governor's ideas on the distribution of liquor. And so a word of explanation is necessary.

I am not only A dry, but I am dry.

But I accept the decision of the American people. That does not mean I have weakened or surrendered my allegiance to the dry cause. What I have done is what I hold every good American must do under the circumstances. I have accepted the decision of the majority.

This decision against my own view does not lead me to believe that the great majority of the people of the United States are for repeal because they want to guzzle whisky and wallow in the gutter. We are not a nation of drunkards. We were not before prohibition; we are not under prohibition; and we are not going to be after prohibition.

At the moment, very large numbers of American citizens do not believe, as I do, that prohibition at its worst was in-



Photo: American-Swedish News Exchange.

finitely better than booze at its best. They have the same right to their opinion that I have to mine.

Roughly there are three opinions on this question of prohibition. The sincere dries are convinced that prohibition is morally and economically right.

The sincere wets believe that prohibition is morally and economically wrong.

And then there are those who have a selfish personal interest in the return of

liquor. Whether their interest is a personal thirst, a personal money profit, or a personal political profit from alliance with the liquor traffic, it is not necessary to inquire.

The well meaning sincere wets, plus the group of selfishly interested, joined to overwhelm the sincere dries in the battle of the ballot.

The sincere wets and the selfish wets were together then but they will grow

One of the offices of the Swedish Liquor Monopoly. A passbook is necessary for the purchase of alcoholic beverages, and here purchases are tabulated to avoid abuses of the plan.

farther and farther apart as time goes on.

In Pennsylvania after the election, sincere dries and sincere wets got together and kept the liquor traffic out of the hands of the selfish wets. That can be done throughout the United States.

The Pennsylvania control legislation is an honest effort of sincere dries and sincere wets working together to prevent every preventable evil of the liquor traffic.

The dries realize that it was not their business to attempt to nullify the decision of the American people which, incidentally, could not be done, but to work with all men and women of good will to keep down the evils of liquor.

A large majority of the sincere wets recognized the great responsibility that fell on them with repeal and demanded a proper control of the liquor traffic.

So our Pennsylvania legislation is the result of honest effort to hold back by the dam of efficient control that flood of trouble which would fall upon our people if liquor were permitted once more to become the tool of unscrupulous politicians and the meal ticket of innumerable promiscuous dispensers of booze.

Liquor Control in the U. S. A.—Regulated, Licensed Retailer Plan

[Continued from page 15]

state itself goes into the business of dispensing and selling liquors.

In each of the wet states there should be the reenactment of laws giving the right to voters without unreasonable restrictions to secure local option districts of limited areas. They may be as wide as counties and as small as several combined election precincts. I do not believe they should be allowed to be restricted to a single election precinct in cities for the reason that they are usually of too limited a territory. If broad powers are granted to the people to vote for local option districts, it will take off much of the resentment of the majority of the voters living in dry districts against the repeal of the Eighteenth Amendment and will aid in maintaining the regulatory laws adopted for portions not included within such districts.

There should be strict limitations upon the manufacturers of these beverages to prevent their advertising them in such manner as was done before national prohibition was adopted by alluring advertisements to create a taste for and force excessive consumption of beverages. There

is sound basis, however, for the claim that advertising had best be left to the individual judgment of newspapers and magazines to accept or refuse such advertisements. Billboard advertising should, by all means, be strictly forbidden.

In pre-prohibition days enormous sums were spent by brewers, and to a lesser degree by distilleries, for fitting out saloons and drinking places with the bars, furniture, and other equipment needed to keep the places in operation. In most cases, license fees were also advanced to the licensee or charged to him. As a consequence of that, the licensee most generally was merely the agent of a brewery, who was forced to sell, regardless of its effect upon his customers, personally or financially, the largest amount of alcoholic beverages which he could force his patrons to consume. The pressure was constant and vigilant upon him to sell and make profitable returns for himself and the manufacturers.

Complaints of citizens against violations of the regulations and for revocation of a license would then get a better hearing than from local boards, and the

reaction on bar keepers would be better in forcing obedience to the regulations.

No appeal should be allowed to the courts from the order of revocation. That would prevent an abuse common in pre-prohibition days when, on revocation of a saloon license, the licensee would, by a collusive proceeding, often obtain the restoration of it by *mandamus* from some court from which action no appeal would then be taken.

That often left undisturbed, as saloon licensees, notorious police characters.

It should be a matter of course that hotels and restaurants ought to have the right to serve beverages to their patrons with meals or in their rooms.

When it comes to the drinking places, whether we call them taverns, dispensaries, bars, or saloons, there should be a strict requirement against private rooms on a level with or above them to be served from the bar. The bar room should be visible from end to end and from side to side from the public street, so that passersby could see who was drinking and whether the place was orderly or disorderly. That would prevent drunks and

disorderly patrons from making a nuisance of themselves without the public being aware of it, and also be a check on the proprietor. No retail drinking place should be permitted in any alley. It should, of course, not be permitted in any basement.

IT SEEMS to me an unwarranted interference with the rights of a person to say that he shall stand up to drink beer but he must sit down when he drinks his spirituous liquor. I think men and women should have the right to drink in such places at the bar standing up or sitting at tables. As long as women have equal rights to vote they should have equal rights in drinking with the men, however objectionable that may be to many of us.

To attempt regulation on such matters is only falling into the error to which the Volstead Act committed itself of interfering with the personal habits of any persons who wished to use alcoholic beverages. It seems to me that the resentment evidenced by the public in defying the enforcement of the Eighteenth Amendment and the National Prohibition Act ought to be sufficient public notice, together with the decisive repeal of the Eighteenth Amendment in the short period of nine months from the time it was submitted by Congress to the states, to prevent annoying personal regulations of the character I have referred to.

A body blow could be struck at excessive social drinking in licensed places if treating could be legally forbidden. But any regulation to that effect would be resented as an uncalled-for invasion of personal rights and would prove ineffectual. If the European non-treating habit could be adopted, it must be the result of education and a change of American habits in that respect.

An important, if not a decisive element in this matter of the manufacture and sale of beverages is that the excise taxes and license fees should be moderate. If the excise taxes fixed by the government or the license fees fixed by the state are excessive, they will maintain the bootlegger in business in spirituous liquors at least.

A prime motive underlying all the regulatory laws should be to drive the bootlegger and the speakeasy out of business. If the excise taxes and license fees are excessive, the bootlegger will continue to thrive and the speakeasy will reassume its character as a "blind pig" and remain a temptation alike to young and old. Furthermore, moderate taxes and license fees will offer less temptation to avoid them and bring greater revenues

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It has been suggested that there should be separate licenses for beer, for wine, and for spirituous liquors so that no two of them could be retailed at the same place. This is suggested as an ideal form, but I am not in favor of it. It would contravene the habits of customers who expect to find all such in one place.

THE attempt was made in Illinois in the "80's" to segregate saloons selling beer from those selling alcoholic liquors by fixing a low license fee for the former and a very high one for the latter. It was a failure. I do not think it would succeed any better now than it did fifty years ago. I believe the license should carry the right to sell over the bar, in drinks, any of the alcoholic beverages.

Restaurant owners have said to me that a \$50.00 license to sell beer only would be acceptable to them and be agreeable to their patrons. They object to taking out a full license to sell all kinds of spirituous liquors, and say they would not take out such a license. I can see no substantial objection, as an experiment, to the issue of a beer license only to bona-fide restaurants.

I have become convinced that the attempt to force consumers to buy in packages for consumption off the premises would, in the present state of public opinion and personal feelings, in wet states, be a grave mistake and inapplicable to the diverse character of our population, and tend to perpetuate the bootlegger and the uncontrolled speakeasy.

All laws and regulations restricting retail sales should have their temperate use in view with the incentive to renew and further the education of the people to the injury from their excessive use.

To summarize the foregoing thoughts:

1. The power of the liquor interests to regain the political control over legislatures and city councils, which was exercised before prohibition was adopted, should be guarded against.
2. There ought not to be minute regulations on patrons in obtaining drinks.
3. The right to make local option districts should be returned to the people.
4. Manufacturers of alcoholic beverages should be forbidden billboard advertising.
5. Manufacturers of alcoholic beverages should be forbidden from owning or leasing directly any property where such beverages are retailed and be further forbidden to supply the outfit and equip-

ment for such saloons or advance the money for license fees.

I approve state commissions for the issue of licenses with local commissions to make recommendations on the subject, revocations to be limited to the state commissions without right of appeal to courts from such revocation.

6. Hotels and restaurants should have the right to serve patrons in connection with their meals and in hotels to guests in their rooms.

7. All taverns should be fully open to public view from the sidewalk, and be forbidden to have private rear or upstairs rooms in connection therewith. Bars or dispensaries should not be allowed in any alley.

8. There ought not to be any interfer-

ence with personal rights of patrons such as that they should stand up drinking beer but must sit down to drink spirituous liquors. There should be no more restrictions to women's drinking than to men's.

9. Excise taxes and license fees should be moderate in order to put the bootlegger and the speakeasy out of business.

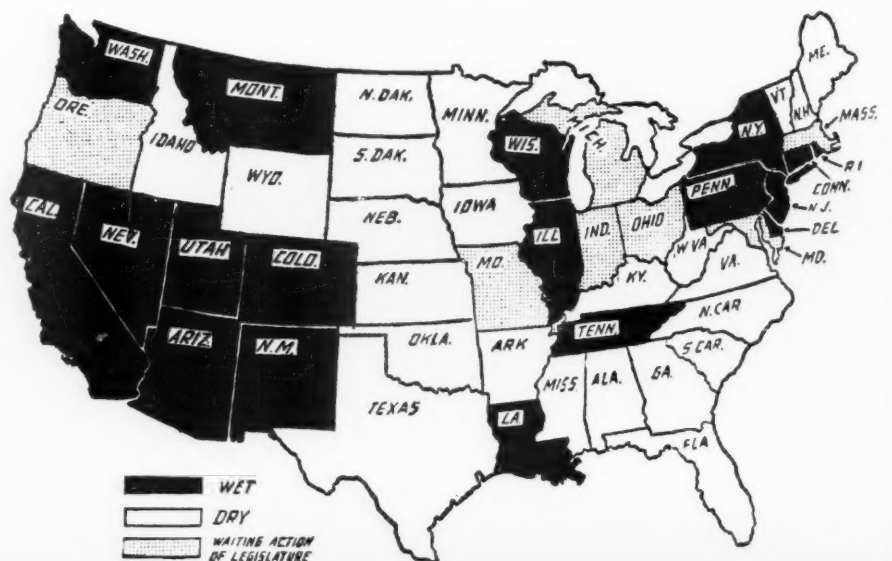
10. Licenses for retail sale of alcoholic beverages should allow the sale of beer, wine, and spirituous liquors at the same bar or drinking place. There should be no separation except as to beer licenses as an experiment to bona-fide restaurants.

11. All legislation should have in view the temperate use of beverages and the return to an educational program, as was the case before national prohibition.



Maps: Courtesy of Chicago Daily News.

Most of the United States was dry when constitutional prohibition became effective in 1920 as shown above. Below is shown the wet territory of the United States immediately after Utah ratified the repeal of prohibition on December fifth. This map also shows states dry by law and those where the status is in doubt or in process of change.



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The Rotarian's Bookshelf

Brief comment on outstanding books written by Rotarians.

The Briton at Home, by T. C. List, (governor Fifty-third Rotary District). *Taranaki Daily News*, New Plymouth, New Zealand, 5/-.

When Tom List left his New Zealand newspaper in 1930 to attend the Imperial Press Conference at London, his



THOMAS C. LIST

equipment included a background of Britannic lore, a discerning eye, and a facile ability to turn into readable "copy" what he saw and felt. His own newspaper, the *Taranaki Daily News*, and other Dominion journals published his sketches. They were popular — so popular that three years later they have been assembled in book form, now in its second printing.

From the opening chapter, "The Unchanging Briton," to the last, "Old Plymouth," this little volume exudes an aroma of musty but revered castles and abbeys, rose gardens, and hallowed literary shrines. Several chapters are penetrating character studies of living men such as Stanley Baldwin, Lord Beaverbrook, and Dean Inge, who are carrying on England's parliamentary, journalistic, and ecclesiastical traditions. Other sections reveal a friendly but detached appraisal of various British industries, their losses, their gains.

The author is a master of the art of telling much by the technique rhetoric professors love to call "significant details." His reportorial instincts took him, for instance, to the infrequently visited locale of George Fox, father of the Quaker movement. Noting the large barn, Mr. List rolls pages of history into this single sentence — "Stabling was a necessity for a country house in the early days of the Quakers, for it was necessary at times for them to leap to horse and flee from the military."

This Is Russia, by George Earle Raiguel and William Kistler Huff (both members Philadelphia Rotary Club), Penn Publishing Company, Philadelphia (first edition numbered, autographed, and limited to 1500 copies), \$5.

There is a tradition, given new life in recent years, that Russia is unintelligible. We all have heard contradictory tales from the same lips of returned travellers. But before you give up all hope and dismiss the subject of Russia as too big for even a talking knowledge, I suggest you look up a copy of "This Is Russia."

The first feature that trips the eye is the illustrations. The authors have been generous with them. The frontispiece shows in color the gorgeously jeweled ornament of the bishop who officiated for the tsar in the Kremlin, now the property of Author Raiguel. Chapters abound with reproductions of actual photographs and drawings from photographs by Harold E. Snyder. And, after you have yielded to the temptation of trailing the pictures through the 400 odd pages, you will want to read.

The story opens with the "pageant of ten centuries," tracing Russian history from the time of the Scythians to the Romanovs. Part two is explained by its caption, "What the Visitor (of today) Will Find." In quick but not confusing succession come discussions of the Soviet state, Leningrad, Moscow, and the Russian people. The latter section is especially illuminating for the reader whose knowledge of Russian folklore, and such literary giants as Turgenyev, Dostoevsky, and Tolstoy, leaves him in the haze when after-dinner conversation turns to this field.

"This Is Russia" is being advertised as a travel book. It is that, but more. The general reader will find it timely and interesting, though he may never get nearer Moscow than Painted Post or Kankakee.

—PLAUTUS

For Further Readings

Suggestions for the "interested reader" or the speech-maker.

THE ANARCHY IN MEN'S MINDS (*International Service*), by Salvador de Madariaga, page 6.

The Weapon to End War: Ridicule — André Maurois to Konrad Bercovici, *Pictorial Review*, Nov., 1933.

Causes of War — Sir Arthur Salter, Macmillan, N.Y., \$2.00.

Causes of War — Arthur Porritt, Macmillan, N.Y., \$1.50.

These articles from **THE ROTARIAN**: It Will Take Time — Elihu Root, Mar., 1932; Looking History in the Face — Ernest Atkins, Feb. 9, 1932; Our Country — Right or Wrong — Abbé Ernest Dimmet, May, 1933; A Credo for a New Day — Willem Hendrik Van Loon, June, 1933.

STEPPING STONES FOR SEAPLANES (*Vocational and International Service*), by Captain Hugh Duncan Grant, page 9.

Atlantic Laboratory — Francis and Katherine Drake, *The Atlantic*, Nov., 1933.

How Business Is Using the Airways — *Executive's Service Bulletin*, Oct., 1933.

LOOKING INTO THE CUSTOMER'S HEAD (*Vocational Service*), by Donald Laird, page 19.

Children of the Depression — Harrison E. Howe, *Nation's Business*, Dec., 1933.

"What's New?" — *Printer's Ink Monthly*, Dec., 1933. **The Consumer — His Nature and His Changing Habits** — Walter B. Picken, McGraw Hill, N.Y., \$4.00.

THE NRA STARTS ACT II (*Vocational Service*), by Warner S. Hays, page 26.

What's Ahead in Washington — *Nation's Business*, Dec., 1933.

Alarm Clocks in the Middle West — Jesse Rainsford Sprague, *The Saturday Evening Post*, Nov. 25, 1933.

Synopsis of Codes under the National Industrial Recovery Act — *Nation's Business*, Oct., Nov., and Dec., 1933.

Economic Consequences of the New Deal — William Trufant Foster, *The Atlantic*, Dec., 1933.

CAN THE DOLLAR BE 'MANAGED'? (*Vocational Service*), by William Trufant Foster, page 16.

Economic Consequences of the New Deal — William Trufant Foster, *The Atlantic Monthly*, Dec., 1933.

A Freak of Inflation — *Nation's Business*, Dec., 1933. **Present Victims of Past Inflation** — *New York Times Magazine*, Nov. 5, 1933.

The Dangers of Inflation — Bernard M. Baruch, *Saturday Evening Post*, Nov. 25, 1933.

Concerning Inflation — Garret Garrett, *Saturday Evening Post*, Nov. 5, 1933.

Inflation — *Fortune Magazine*, Dec., 1933.

This debate from **THE ROTARIAN**: Is Inflation the Way Out? April, 1933.

LIQUOR CONTROL IN THE U.S.A. — A Debate. (*Community Service*), pages 12 and 14.

Liquor Control in Canada — William Phelps, *The Forum*, Dec., 1933.

Toward Liquor Control — Raymond B. Fosdick, Albert L. Scott, John D. Rockefeller, Harper and Brothers, N. Y., \$2.00.

Why the Folks of Dryville Voted Wet — Charles McD. Puckette, *New York Times Magazine*, Nov. 12, 1933.

Repeal and a New Deal — Samuel G. Blythe, *Saturday Evening Post*, Nov. 11, 1933.

Liquor a la Code — David Lawrence, *Saturday Evening Post*, Nov. 11, 1933.

Drinking in Sweden — Alicia O'Reardon Overbeck, *Harper's Magazine*, Dec., 1933.

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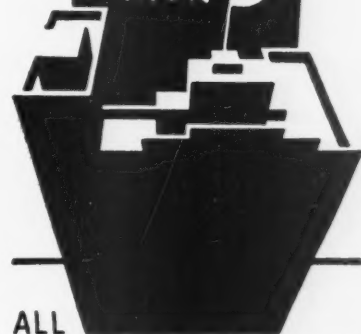
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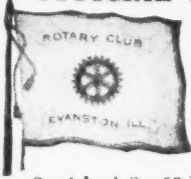
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Chats on Contributors

SALVADOR DE MADARIAGA, *The Anarchy in Men's Minds*, though an accomplished engineer and teacher, is best known as a diplomat. After school days in Spain and France, he became an engineer for the Northern Spanish Railway. However, in 1922, at age 36, he won honor as a statesman when called upon to serve as director of the Disarmament Section of the League of Nations; he has also been identified with the League as a council member (1931) and as a delegate to the Disarmament Conference (1932). His international experiences were supplemented while a professor of Spanish Stud-



William Trufant Foster

ies at Oxford University (1928) and while extraordinary professor of Mexico University (1931). Many readers will recall him as Spanish ambassador to the United States (1931); at present he is ambassador to France.

William Trufant Foster, *Can the Dollar Be Managed?*, was for ten years president of Reed College, at Portland, Oregon. Since, he has been director of the Pollak Foundation for Economic Research, and lives at Newton, Massachusetts. He is the author of *Argumentation and Debating*, other books popular in educational circles, and more recently (with Waddill Catchings) of economic volumes including *The Road to Plenty*.

William Lowe Bryan, *Victors in Spite of Hardship*, grew up in the vicinity of Bloomington, Indiana, where he is now an honorary member of the Rotary club. As professor, vice-president, and for the last thirty-one years as president of the University of Indiana, he has been one of America's leading educators. He has been a trustee of the Carnegie Foundation for the Advancement of Teaching since 1910. He is the author of *The Spirit of Indiana*, and with Mrs. Bryan of two volumes on Plato. . . **Capt. Hugh Duncan Grant**, F.R.A.S., F.R.Met.S., *Stepping Stones for Seaplanes*, was war-time superintendent of the Meteorological Department of the British Navy, and is now meteorologist for the Armstrong seadromes organization.

This month's discussion of the liquor control question brings to readers of THE ROTARIAN the opinions of two well known Americans. **Gifford Pinchot**, who writes on *The State Store Plan*, was governor of Pennsylvania from 1923-27, was reelected in 1931. He studied forestry in France, Germany, Switzerland and Austria when a young man, and returned to the United States in 1892 to begin its first systematic forest work. He has long been identified in the U.S. Forestry Service, and since 1910 has been president of the

National Preservation Association. He is the author of several well-known books on conservation. **Frank J. Loesch**, *The Regulated, Licensed Retailer Plan*, for a number of years has been one of the most forceful antagonists of crime in the City of Chicago; he has been president of the Chicago Crime Commission since 1928, and was an active member of the National (Wickersham) Commission on Law Observance and Enforcement. He studied law at Northwestern University, which is one of several institutions that have honored him with an LL.D. He has been counsel at Chicago for the Pennsylvania Railroad since 1886, and general counsel for the Chicago Union Station Company since 1913. Despite his 82 years, he is vigorously militant in the cause of law enforcement.

Donald A. Laird, *Looking Into the Consumer's Head*, taught psychology at a number of large American universities, and since 1925 has been director of the psychology laboratory at Colgate. He founded *Industrial Psychology*, a monthly publication, and is technical advisor to a number of large corporations. Contributing to magazines and writing books on psychological subjects have claimed a great deal of his time.

Warner S. Hays, *The NRA Starts Act II*, as owner of *Association Management*, as executive of national trade associations, and as former president of the American Trade Association Executives, has had ample opportunity to study the rôle of trade associations in America's recovery program. He has had an active part in the development of many industrial codes. He is member of the Philadelphia Rotary Club.

Frank D. Slutz, *Dayton's Self-Help Plan*, educator and lecturer, nationally known as an inspirer of youth and an authority on youth problems, was for a number of years engaged in public school teaching and administrative work. Since 1927 he has been educational advisor to the Chicago Teachers College. He lives at Dayton, Ohio, where he is vice-president of the Dayton Structural Company, and holds the classification of education in the Dayton Rotary Club.



Frank J. Slutz

Alva J. Hill, *'Behold There Came a Leper'*, is an attorney in Iloilo, Philippine Islands, where he was also chairman of the community service committee of the local Rotary club. . . **M. Benson Walker**, *Meet the President*, lives in Montreal, Canada, the home-town of John Nelson, president of Rotary International. He is cable editor of the *Montreal Daily Star*.

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